

PRINTERS' INK


Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City


VOL. CLXIII, No. 3


NEW YORK, APRIL 20, 1933


10c A COPY


The **B**UGS'LL GET YOU IF YOU DON'T WATCH OUT

 ENTOMOLOGISTS say that the insects, if unmolested, would, at their rapid rate of multiplication, quickly overrun the world.

 In one season, from May to October, it is possible for a single female house-fly and her progeny to produce 5,598,720,000,000 offspring.

 But the menace of numbers is as nothing to the danger of pestilence. The house-fly is known as a carrier of 30 different diseases. Mosquitoes are distributors of fevers. Cockroaches carry germs of diphtheria, typhoid, dysentery, tonsillitis. Bedbugs carry dysentery, smallpox, typhus, anthrax, infantile paralysis. Fleas spread bubonic plague. Moths devour some \$250,000,000 worth of materials annually, and ants are great destroyers of property.

 Outstanding in the crusade waged by science against these common enemies is the Dethol Manufacturing Company. Dethol, sprayed in a room, forms a lethal mist that searches cracks and crannies and spells quick and certain *finis* to everything that crawls or flies.

 Aligned with them in this warfare is Advertising Headquarters. As the "Intelligence Department," ours is the duty of spreading the alarm against the menace of these pests—and the telling of the ease and certainty with which Dethol destroys them.

N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

There are
NO BAD TIMES *for*
Interrupting
IDEAS

*Would you
like to see
some samples*

?

FEDERAL
ADVERTISING
AGENCY, Inc.
444 Madison Ave., New York City



PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLXIII

NEW YORK, APRIL 20, 1933

No. 3

Management Looks Ahead

Will National Advertisers Be
Leaders in a New Doctrine of
Economics?

By Roy Dickinson

FATHER TIME threw away his toga a while ago, shaved off his beard, stands before us now in spiked shoes and running shorts. We are at a transition stage.

* * *

The machine, in my opinion, created a totally new economy which our generation is not yet ready to accept, though we have perforce to start toward it.

Management is peering ahead to what is most probably a new economic world. With a surfeit of machinery and men, cheap raw materials, much capital again ready to seek investment, all that is needed is a plan—a plan which will raise national income.

It is possible that out of a new co-ordination of real leaders in industry a real national effort may come, commanding the support of employer and employed.

Perhaps we could add 25 per cent to the national spending income in three years by some great campaign of national persuasion comparable to war time propaganda and advertising efforts.

A new country stretches ahead

THE look ahead for management here described can be realized only if other nations will maintain the integrity of their currency. Great Britain, with its government-controlled Exchange Equalization Fund, has been able to manipulate foreign exchange to its own advantage. Japan, playing its lone hand with the controlled yen, has been able to overcome our tariff laws—destroy the protection of American workmen against starvation wages. This problem must be settled before any real world-wide recovery can result. Ramsay MacDonald is expected in Washington tomorrow. His is the first of a series of conferences with forty-three nations.

of modern pioneers. Men who are not afraid to give fat tradition an occasional stiff poke in the nose are going to go places and do things in the years just ahead.

* * *

Several things of great importance to business have happened recently which even bigger news somewhat overshadowed.

Take the Supreme Court decision on the Appalachian Coal case. This decision means that sick businesses are allowed to form selling pools provided such pools do not attempt to hold up the public.

Such a move is a forward looking policy. It means much for future co-operation in all industry. It should have the effect of getting progressive leaders together in many lines to plan definitely ahead. For a planned economy seems to be definitely on the way.

* * *

So changed is the mental attitude of most business leaders that so drastic a bill as the Black thirty-hour-week bill actually passed the Senate. It probably will be changed, may be beaten in the

House, is probably unconstitutional, yet its passage was significant. With all its inequalities, its probable bad effects on many industries, the bill marks definitely and almost for the first time the right of masses of men to profit by technological improvements in industry which have made the machine the prime mover in production.

Some such bill eventually will raise the standards of living for our masses. For if the fruits of labor are not redistributed, efforts can be redistributed and more easily; more men to do the same work means a redistribution of income. The Black Bill has some bad points, but it is significant when a financial paper says this about it:

"For those businesses which would come under the bill it would mean delicate adjustments. There would be wage disputes. Labor would be unwilling to sacrifice part of its income—now sorely depleted—for the benefit of the idle.

"If pay envelopes are temporarily reduced as a consequence—industry undoubtedly would try to prorate costs, as in the share-the-work program—the scale of living would drop.

"But as compensation for the temporary maladjustments, there would come a greater leisure and gradual re-employment. And if business were to improve once again, there would develop a demand for labor. Wage scales would rise. Thus over the long term there would be definite social gains.

"Re-employment, moreover, means leisure; whereas idleness, on the scale we now have it—that is, enforced leisure—is a burden no man can indefinitely endure.

"With all its difficulties, the Black Bill deserves support. It is a decent social approach to an economic problem."

* * *

The national advertiser by the very nature of the method of presenting goods to people comes closer to the public than other manufacturers. He has to know better than the manufacturer who sells to a few outlets, the wants and needs and the changing buying

habits of the consumer. He knows that buyers have before them as the goal of their desires, definite, tangible objects which are almost always trade-marked advertised articles; a better bathroom, a new roof on the house, better shoes for the children, a new vacuum cleaner to make the wife's work easier.

The makers of such products, the advertisers of America, have shown recently a willingness to make an earnest effort to evolve more careful market analysis, sales control, cutting of cost, elimination of waste, advertising more closely linked to production and co-operation with other leaders who have the same general objective, so that they can pay wages sufficient to buy back the merchandise they trade-mark and advertise.

Was Kreuger the Victim of a System?

In order to emphasize certain new economic truths, Baron Bruggen, eminent Swedish economist, has been writing recently of Ivar Kreuger. Some people have accused him of whitewashing this gentleman, but his work seems to indicate a serious belief that Kreuger was actually a victim of the orthodox system which many advertisers in co-operation are now wondering about; trying to go beyond.

This Swedish baron considers Kreuger neither a financial genius nor a common swindler but believes that the death of the match king opened the eyes of the world to the shortcomings of the economic system which met its Waterloo in 1929. The Swedish baron applies the principle to the marketing of manufactured goods and points out that the more our financial and industrial magnates concentrate money resources and consolidate production, the less actual and potential wealth they have. Our troubles have shown us that money is but a medium of business, a means of promoting the distribution and use of commodities and products.

Looking back on other days modern management realizes more than ever before that when the woolen

industry, the automobile industry, the shoe industry or the sock industry, to name only a few of the many, expand their production and plant facilities to twice or three times the former capacity, this type of management induces not wealth but stagnation in both human and material resources.

The new management, as I see it, realizes definitely that its interest lies in flowing surface profits back into their markets, not into mortar, idle machinery and bricks.

Continuous Moderate Prosperity Is Preferable

Managements are realizing that they have to eliminate the *minus* money handicap under which so many of their prospective purchasers have labored and probably must reduce the volume of their own *plus* in the profitable period. They will gain far more from lengthened periods of moderate consumer prosperity than from short periods of vast profits followed by such terrible protracted periods of losses as that which we now think is ending.

Here is an economic truth as old as the time of Joseph, yet one which is only now beginning to be appreciated thoroughly by leaders in industry and I believe that most of those leaders are in the management of companies making advertised products.

Will Rogers is one of many people who now sees a green light ahead and says that the only thing that can stop us is another boom. There is more truth than a joke in such a statement. Management, which I consider is looking ahead now, is going to do things on the way up which will make the next period a longer, sounder one of logical prosperity, not a wild boom.

I am not one of those who believe that we now go quietly and in an orderly manner, to a planned economy almost over night. I do, however, believe that there is going to be a premeditated effort not only to arouse the wish to buy on the part of the consumer, but so to order manufacturing and production methods that the means of buying is going to be better distributed.

Many a family today is regretting, not the money which it spent on automobiles, better things around the house or even trips to the West Indies or Europe but some of the money which it accumulated, saved and turned over to men who were believed to be experts. The accumulated or saved money became too frequently dammed up money and lost money.

In the future, if the wheels of our modern production machines are to be kept continuously running, there must be created not merely continuous demand through advertising but a continuous capacity on the part of more people to spend. The management planning of tomorrow will concern itself more, I believe, with the 75,000,000 people who, with the wish and need to buy in order to support themselves and their dependents, are nevertheless frequently powerless to buy because other considerations for the moment disregarded, the tradition of thrift has been so inculcated, that they save rather than buy.

* * *

In the face of inability to buy, hypodermic advertising cannot continue to excite and incite desire extravagantly, insistently, feverishly and unscientifically with the production facilities being built up just as unscientifically. As management looks ahead I believe it is going to plan to provide the means to attain the medium with which goods can be purchased.

The advertising profession, in the new economics which so many of us believe is just ahead, must, therefore, in the first place, teach the banker as well as the individual saver that one of the principal assurances of continuous mild prosperity lies in putting money into circulation and keeping it there. The new advertising by the same token must, I believe, teach unceasingly the doctrine of high wages and must constantly uncover and discover new ways of spending them continuously and regularly.

The new advertising must overcome some of the resistance due to long-established seasonal buying habits, habits of the individual, the

(Continued on page 79)

Japan Invades U. S. Printing and Paper Field

Here Is a Remarkable Letter Received Recently by American Buyers of Printing

Publishing Committee

Chairman

Kozue Tomoi

Japanese Secretary

Shozo Arakawa

Foreign Secretary

Spencer Kennard

Treasurer

J. Fullerton Gressitt

SHIN-SEI-SHA

Publishers

1 Misaki Cho, Kanda, Tokyo, Japan

Code ABC 5th, 6th ed., Bentley, Missions.

Cable Address: Baptisma Tokyo

Editorial Committee of the International Pictorial

The Christian

Graphic

Michio Kozaki,

Chairman

Kozue Tomoi

Mrs. T. Kora, Ph.D.

Spencer Kennard, Ph.D., Lit.D.

February 4, 1933.

To Whom It May Concern.

Dear Sirs:

The present rate of dollar-yen exchange with Japan seems to offer you rather unusual opportunities for economizing upon your printing.

Press work and binding in the Far East, normally, is much less than in America. Today, with the currency depreciated by 60 per cent and costs little changed, you are able to get your printing done here for *less than one half*.

We should be glad to co-operate with you in taking advantage of this situation. Even a little saving should prove to you a great asset in meeting the slashes in your budgets.

Distance from Japan, you will find, figures but little. On jobs ready in final form for press, three months should be reckoned liberal allowance for extra time required. Unless there is an unusual rush of work, or a need for manufacturing special materials, this time can be yet further shortened.

As to quality, the printing and binding of books, pamphlets and periodicals here is fully equal to that of Western countries. We have no hesitation to assure you of a high grade of work.

Work undertaken now helps to relieve world unemployment and the universal depression. We hope, therefore, that through the offer of our services publication work which you otherwise would find unprofitable, or have to postpone, you can undertake at this time.

Enclosed you will find detailed information as to types, printing materials, and prices, etc.

(Signed) SPENCER KENNARD,
Secretary.

HERE is a curious situation, to be sure. A call to the Baptist Board of Missionary Cooperation in New York reveals the fact that Spencer Kennard, on the editorial committee of *The Christian Graphic*, is a Baptist missionary, and that J. Fullerton Gressitt, treasurer of the publishing committee of Shin-Sei-Sha, is also treasurer of the American Baptist Foreign Mission Society in Japan.

It would seem logical for these men to stick to their jobs as missionaries instead of (at this time of all times) emphasizing that the

depreciated yen offers an opportunity to American manufacturers to get cheap printing in Japan at the expense of American wage-earners and wage-spenders.

In this letter we are asked to give Japanese workmen a printing job while we maintain, on the privately financed dole, American workmen whose jobs have been lost by a depreciated currency exchange advantage. And, unless the letter is a fake or a forgery, American missionaries are lending their names to procedure which is not going to win them any goodwill, to say the least.



KING GAMBRINUS is looking particularly jovial these days as he surveys Milwaukee from his perch atop a brewery. He sees new activity about him as thousands of men go back to the job of making the beverage he invented—feels the new air of confidence that pervades the city—and invites you to share in the greater business activity in the beer capital.

Here's one market where the 3.2 per cent brew is a potent tonic for all business. Add to its stimulating effects a generous portion of Journal advertising now and your sales in Milwaukee will show new life.

THE MILWAUKEE JOURNAL

It **FIRST BY MERIT** *It*



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THE MILWAUKEE JOURNAL
PUBLISHED BY THE JOURNAL COMPANY

Advertising has to perform a harder task this year. It must do a hard-boiled job of selling." That is a theme we hear frequently. We should like to raise just the question...When has sound advertising practice ever been otherwise?

M^CCANN • ERICKSON
A D V E R T I S I N G

Each Office An Agency In Itself Equipped To Give Full Service To Clients: New York, Chicago, Cleveland, Denver, San Francisco, Seattle, Los Angeles, Vancouver, Toronto, Montreal, Winnipeg, London, Paris, Frankfurt.o.M.

Boiled

Rogers vs. Cobb

Two Humorists Compete Over Different Networks for One Sponsor, the Gulf Refining Company

ENCOURAGED by the Gulf Refining Company, Will Rogers and Irvin S. Cobb, over the course of a number of weeks, are going to bait each other in some good-natured bantering. The siege, all in the interest of collecting an audience of radio listeners for Gulf's

sponsor isn't going to trust to program listings and publicity to assure large audiences. The principal expense of advertising on the air is time and this expense is just as great for the initial programs as it is for those which are broadcast after a series has established popularity.

It is absolute folly, it is stated, to spend money on time and talent and not to exploit fully the entertainment offered the listening public. Audiences usually are fewest in number at the start of a series, increasing as one person tells another about the merits of the program. Or, perhaps, advance advertising builds up an initial audience but, when the program advertising ceases, the build-up declines without the support of reminder follow-through.

With the Gulf program, therefore, plans have been made to carry on a campaign of program promotion that will shorten the time which otherwise would be necessary to get the desired ratio of listeners. It is believed that such exploitation is secondary in importance only to the program itself and the newspaper advertising determined upon has as its purpose economy for the advertiser in making certain his program investment attracts a full house.

About seventy stations are included in the hook-up of the two networks. More than 130 newspapers will carry large space copy, space in all totaling 4,000 lines for each paper.

To Distribute Own Comic Weekly

As a further promotional effort, the company is planning to distribute more than 1,000,000 copies of its own color comic weekly, a four-page section in tabloid newspaper size. These will be distributed through Gulf filling stations. The first page will carry a strip of interest to all the family, a second page will carry comics of

DON'T MISS THESE **3**
UPROARIOUS PROGRAMS EACH WEEK!

TONIGHT!



IRVIN S. COBB
THE DEAN OF AMERICAN
HUMORISTS
9:00 P. M. N. Y. TIME WABC
EVERY WED. AND THU.

WILL ROGERS
THE MAN WHO JOINS
WITH KINGS



COMING SUNDAY
EVERY SUNDAY
9:00 A. M. N. Y. TIME WJZ



"THAT GOOD GULF GASOLINE"



This type of newspaper copy will build an immediate audience for Gulf's radio program

advertising messages, will be conducted over two networks, one of which will broadcast Cobb on Wednesdays and Fridays and one which will broadcast Rogers on Sundays.

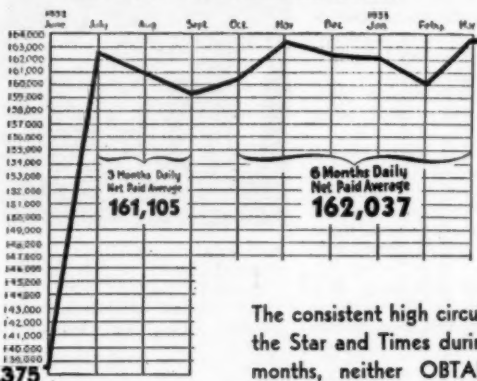
The bantering will be incidental to the main presentations. Rogers is going to get away from monologs. He will have a stooge, in the person of a college professor, with whom he will debate public issues of the day. Cobb's program will introduce a procession of characters on whom he'll exercise his ability as a raconteur.

Both of these headliners have a wide following but their radio

CIRCULATION SOLIDITY

Unequaled in newspaper consolidations of recent years, is the record of the St. Louis Star and Times in holding ALL the circulation of The St. Louis Star and ALL the city and suburban circulation of The St. Louis Times not duplicated by The St. Louis Star.*

The following chart shows the month by month daily average net paid circulation of the St. Louis Star and Times since The St. Louis Star took over The Times on June 24th of last year. The circulation for the past six months is higher than the first three months, when human curiosity might have been responsible for a portion of the circulation increase.



163,263

The Highest Net Paid Daily Average Circulation for Any One Month in the History of the St. Louis Star and Times.

138,375

Net paid daily average circulation of The St. Louis Star from June 1 to June 23, inclusive. (The first issue of the ST. LOUIS STAR AND TIMES was published on June 24.)

The consistent high circulation volume of the Star and Times during the past nine months, neither OBTAINED nor DISTURBED by cash contests and any other forced circulation building methods, reveals a CIRCULATION SOLIDITY impervious to competitive influences.

*The St. Louis Newspaper Circulation Survey, made by the A. A. A. prior to the purchase of The Times by The St. Louis Star, states that the quantity of Times city and suburban circulation not duplicated by The Star was 23,361. A comparison of the circulation of The St. Louis Star and Times in March, 1933, with that of The St. Louis Star prior to the purchase of The Times shows that this newspaper gained 24,888.

ST. LOUIS STAR AND Times

National Advertising Representative—GEORGE A. McDEVITT CO.

interest to children. Both pages will be free of advertising. The third page will be an advertising comic.

The back page will advertise the radio program, serving as a mis-

sionary agent to get listeners. Commercial credits on the program will urge listeners-in to go to a nearby Gulf filling station to get copies of the comic section, thus inter-locking both activities.

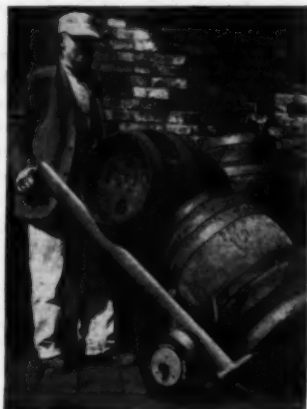
New Product Note: Beer Hand Trucks on Rubber Tires

JUST as the automobile went to the airplane for its low-pressure streamline tires, popularly known as "Jumbo tires," so has the brewing industry gone to the airplane for rolling equipment on which to carry kegs and barrels of the new 3.2 beer.

The brewers, however, went to the tail-wheel of the airplane and there found a miniature streamline tire, less than a foot in diameter, from which was developed the new General Streamline Jumbo, Jr., tire with which the newest types of hand-trucks are now being equipped.

In place of the old-fashioned, heavy, steel-wheeled hand-trucks, the keg-jugglers now trundle the barrels around the brew-house and the bottling plant on new, light, welded tubular trucks fitted with pneumatic tires.

With stainless steel beer kegs being turned out by thousands in Milwaukee, with new beer trucks rolling noiselessly on pneumatic



balloon tires over smoothly paved streets instead of the steel-tired horse-drawn wagons that used to rattle over the cobble-stones, beer-vending has taken on many new aspects.

Represents "Cosmopolitan" and "Harper's Bazaar"

Ralph Brett has been appointed West Coast representative of *Cosmopolitan* and *Harper's Bazaar*, according to an announcement to PRINTERS' INK from Earle H. McHugh, general advertising director of the International Magazine Company. For the last ten years Mr. Brett has been a member of the staff of Blanchard, Nichols & Coleman on the West Coast. He was formerly with the Nast Publications in New York and the Butterick Company in Chicago.

McGraw-Hill Elects Putnam

B. R. Putnam, who has been assistant to James H. McGraw, Jr., vice-president and treasurer of the McGraw-Hill Publishing Company, New York, has been elected secretary of the company.

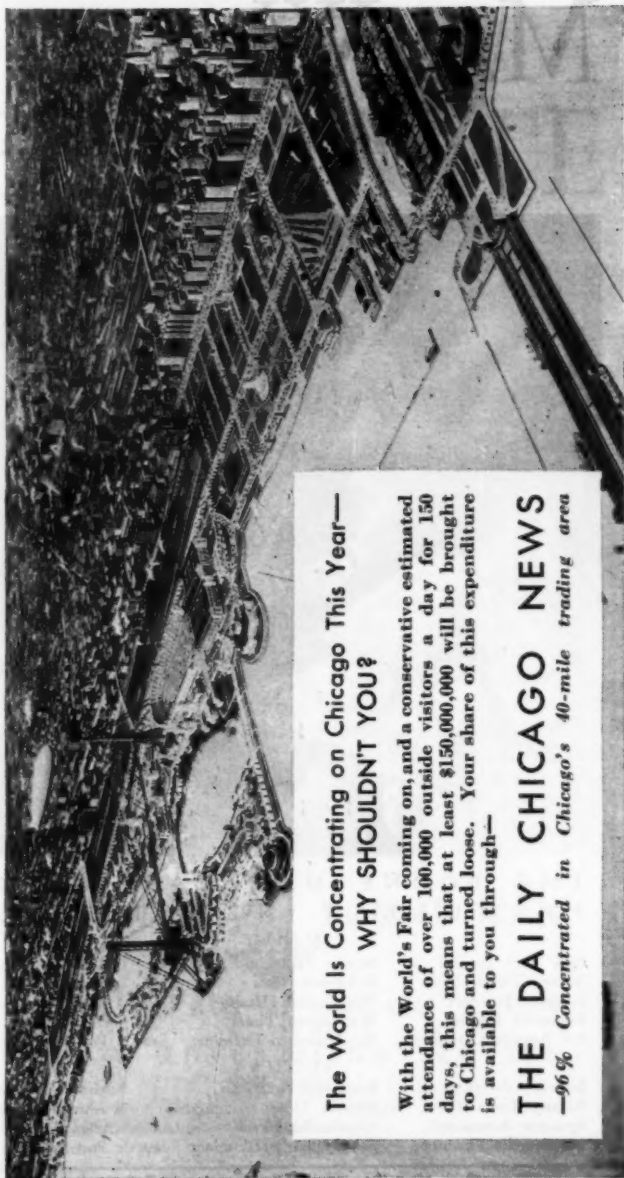
Two Accounts to Erwin, Wasey

Tish, Inc., New York, tissue handkerchiefs, has appointed Erwin, Wasey & Company to handle its advertising account.

This agency has also been appointed to direct the account of the Waters-Genter Company, Minneapolis, Toastmaster and Wafflemaster restaurant equipment.

Noble with Strobridge Lithographing

Clifford R. Noble, for many years with The H. K. McCann Company and, more recently, with the Latham Lithographing and Printing Company, New York, has joined the Strobridge Lithographing Company, of that city.



**The World Is Concentrating on Chicago This Year—
WHY SHOULDN'T YOU?**

With the World's Fair coming on, and a conservative estimated attendance of over 100,000 outside visitors a day for 150 days, this means that at least \$150,000,000 will be brought to Chicago and turned loose. Your share of this expenditure is available to you through—

THE DAILY CHICAGO NEWS
—96% Concentrated in Chicago's 40-mile trading area

Miss Walton Sticks to



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS
DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

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ONE NOTE

"The right note, played constantly upon a violin, will cause even a skyscraper to fall. Selling is like that. The toughest market will succumb to the Right Note . . . if you Stick To It." . . . Statement of Miss Gay S. Walton, advertising manager, Julius Kayser Company.

WE AGREE. Such a policy is the very essence of sound judgment.

Pick markets that are known to have money to buy . . . markets that can produce *greatest volume* in proportion to sales effort . . . markets where you are assured of the result-producing cooperation of resourceful, fighting newspapers . . .

Then *concentrate* upon these good markets with every force at your command. **AND STICK TO THEM.** That way, lies low sales cost. That way, lies *volume*.

To find these good markets

. . . to sift them from those of indifferent buying power . . . sound, basic information is a prime essential. Therefore, the 27 powerful Hearst newspapers represented by the Rodney E. Boone Organization constantly check and cross-check the conditions which govern selling in their 14 important market-areas . . . and make this information readily available to all advertisers.

In addition, these Hearst newspapers offer a type of pushing, driving cooperation that many advertisers have called the most productive of any within their experience.

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	Seattle
San Francisco	Los Angeles		

\$131,201,000 released in Detroit next week

During the week of April 24th, \$131,201,000 IN CASH will flow into the pockets of 800,000 Detroit bank depositors . . . to the best of our knowledge THE LARGEST SUM OF MONEY EVER FREED AT ONE TIME IN ANY AMERICAN CITY.

So . . . one and a half million people are still smiling and buying.

We . . . this one and a half million people are still buying automobiles and gas and oil and tires and spark plugs. We're still eating corned beef and cabbage and pate de fois gras. Don't let anyone tell YOU that Detroit does not offer a lucrative market for YOUR wares.

We're ready to buy YOUR goods on their merits. So . . . tell us about them in the one newspaper in Detroit—The Free Press—that has faithfully served its city and state for more than a century. Release your schedules right now while these millions in cash are being released. You simply cannot afford to neglect a market that has such a tremendous buying power . . . AND KEEPS ON BUYING.

The Detroit Free Press

Flexibility—The Next Big Trend in Packages

Manufacturers Are Experimenting with Application of Advertising Technique to Package Design

By C. B. Larrabee

THE next important trend in packaging will be toward greater flexibility.

A number of manufacturers are beginning to question their old conception of the package as something of fixed design. At last they are wondering whether, since the package does an advertising job at the point-of-sale, it cannot be treated more as an advertisement is treated.

The result of this thinking will be some unusual developments.

Already Force is being packed in containers with different illustrations showing Sunny Jim in five different positions as he leaps over a stile. These were designed definitely with display values in mind.

A large company in the food field has already put into limited distribution—which will become national as rapidly as is feasible—a series of different containers on three sides of which are figures of clowns, soldiers and animals to be cut out by children. Any dealer may have on his shelf at one time packages with several different series of cutouts.

To be sure, the face of the package is always the same—but no wide-awake dealer is going to display the face alone. While this development is a modernization of an old idea it is such a radical change from present-day practice that it can be considered something entirely new.

Another large food company, which formerly changed its package insert recipes at frequent intervals, is experimenting with changing those that appear on the outside of the package. Certain basic formulas remain unchanged and are placed on the side of the container but the recipes on the back of the package are being changed quarterly in order to gain

a consequent seasonal appeal.

These three instances, although taken from the food industry alone, are highly suggestive and indicative of the new type of thinking that is being applied to packaging. Some of the implications may not be entirely pleasing to the more art-minded designers but, on the other hand, they place a greater challenge before the designer than any development in recent years.

These and numerous other cases, indicate a willingness to experiment and, more important, a realization that the package in many ways is just as flexible as publication or point-of-purchase advertising.

Others Will Follow the Leaders

Once this idea becomes firmly implanted in the minds of enough manufacturers and designers and once enough advertisers have the courage to take the icy plunge into the waters of experimentation, there is bound to be an acceleration of interest and imitation and a desire to carry flexibility one step farther.

It is difficult, of course, at this time to predict what will happen but there are many interesting and logical outgrowths of the application of flexibility.

Without going too far into the field of theory but staying on the firm ground of what has been done successfully or unsuccessfully in the past in a small or embryonic way we may look into some of the future possibilities of flexibility of package design.

So long as advertisers stick to the psychological laws of recognition and until experiments are made to prove that the recognition value of package design is not important, it is safe to assume that manufacturers will cling to certain

basic ideas, the most important being that it is essential to have a recognizable and continuous design upon at least one face of the package.

Most advertisers attempt to create certain recognizable features in their advertisements throughout a campaign. These consist of fixed layout schemes, name plates, related types of illustrations, and various other devices.

Applying These Devices to Packages

The manufacturer can use similar devices in getting a continuity throughout his packages. Therefore, at the outset we must assume that even in a flexible container plan at least one face of the package will be so designed that it has recognizable elements which will not be changed, no matter how much other elements may be changed.

More than that, these elements will probably be the most prominent part of the design so that any buyer can instantly recognize the package as containing the product, although many of its elements may be different than those in the last package the consumer purchased.

The simplest development of flexibility comes with a basic layout idea and frequent changes in copy.

This may result in the use of more designs like the Force package or, particularly if the copy is changed, may mean that the manufacturer will shift his copy appeal from time to time, endeavoring to put into the retail stores at one time only one type of copy.

In doing this, the manufacturer will probably arrive first at a basic layout in which the name of the product in a particular style of lettering is prominently displayed. In using this type of layout he will introduce different copy and illustration elements but always in the same place to fit into the layout. This, of course, can be subject to variations, such as shifting a block of copy from one side of the package to the other, so long as the change is not so radical as to affect recognition on the part of the consumer.

The development of this type of design will see far more selling punch put into package copy.

As it stands today, in spite of the great development of open display, comparatively few containers make anywhere near the immediate appeal to buy that is put into an average advertisement. Yet there is no reason at all why the package, which makes its sales appeal at the point-of-purchase, should not use just as effective selling copy as an advertisement.

The next step will be a consideration of the possibilities of making a change in color schemes. Here, more courage is required.

There would not seem to be any particular advantage in putting a package through a cycle of color changes for the mere sake of variety.

However, it is perfectly possible to conceive of a cosmetic line packed in containers of different colors in order to fit into different home color schemes. This has been tried without a great deal of success in the past but has not had the benefit of being pushed consistently by a manufacturer with anything approaching a national distribution.

Color and the Dealer's Stock Problem

Such a plan has, of course, certain drawbacks. The most important of these is that of helping the dealer determine how much of each particular color he should stock so that he will not be left with tag ends of merchandise which he must throw into cut-price sales.

The fact remains, however, that certain cosmetics have received unusual impetus because they have been put in containers based on color schemes popular with a large section of the feminine buying public. If these variations can be worked out within a line rather than among a number of lines and the dealer's stock problem taken care of, unusual possibilities for variation are presented.

The next step is possible actual changes in both color and copy for products of a seasonal nature that wish to extend their market or fill in the valley. Here, again, the

manufacturer sticks to a basic layout scheme although he does change both color and copy.

A possible objection to this idea would be that it is a waste of time to use one color or type of copy in one season and another in another season when a complete change can be made and stuck to.

The only advantage in following this seasonal idea is that if certain color and copy appeals are worth while for the container during the season of the biggest sales and seem to react unfavorably during other seasons, it is foolish to throw overboard the advantages gained by the adaptation of the package to its chief selling season.

Why not, the manufacturer may reason, maintain the accepted combination during the best selling season and then make a shift in order to hit another type of market using the new scheme until that market has been built? After all, is this such a far cry from the practice of using special wrappers, such as those that are added to many containers during the Christmas season.

All of these types of variation bring up the possibility of changing the container to fit different outlets.

Something along this line has already been done in the matter of size. The 5-and-10-cent store has become an important market for a number of products and special 10-cent packages have been developed for this market. In every case, however, the small packages are more or less slavish copies of their larger brothers.

Adapting the Container to the Outlet

One possibility suggests itself immediately. Right now the grocers and druggists are engaged in an acrimonious controversy over the efforts of the former to put in stocks of such drug store products as tooth-brushes, tooth-paste, mouth washes and other non-prescription merchandise.

Perhaps it would be wise for certain manufacturers to adapt their containers to the different outlets not only for reasons of policy during a controversy but, also because of the different characters of the two types of outlets. Displays, color

schemes and many other factors differ greatly between drug and grocery outlets. Certain containers that are highly effective in grocery stores would be lost in drug stores and vice versa.

The disadvantage here is that consumers and retailers both may consider that they are buying different products in different outlets. This objection can be taken care of, of course, by the adaptation of definite basic layout ideas.

Learning from Advertising Layout

It is highly probable that we shall see the adaptation of more advertising layout ideas to package design. Already there has been a break-away from the old bi-symmetric ideas in package design, in many cases the transformation being influenced by advertising layout experience.

Many advertising layouts, of course, are not adaptable to packages because the package presents an entirely different problem. For instance, an advertisement can carry much more copy than a package can. This is merely one point and any reader can make a long list of types of advertising layouts that cannot be adapted to packages.

The basic designs on the Jewel Tea containers are worth studying. Here, Ben Nash was working definitely to get an interrupting type of design which would not give too much sameness to the display and would stop consumers. In doing so, he was taking a lead from his advertising experience. This is just one example of how ideas can be carried from one field into another.

Finally, it is certain that more flexibility is going to be shown in adapting designs from one type of material to another. Obviously a design which is excellent for foil may lose most of its effectiveness when the product is packed in paper or in a bag. Yet many manufacturers as they use various types of materials in selling the same product in different sizes or to different outlets, attempt to carry the same design.

Obviously, it is unwise in using foil, for instance, to lose the great

effectiveness that is gained by the rich silver or gold effects of the material. It may be uneconomical to try to adapt these same effects to a cardboard container.

Some of the most interesting and important possibilities in effective package design will be found in the proper use of material. Both designers and manufacturers have already experimented considerably with this phase of their problem but the ultimate implications are still untouched.

It is possible, of course, to predict further developments that may come from this increased realization of the flexibility of the package. However, those mentioned

will give plenty of indication of the rich fields yet to be plowed and planted.

If nothing more comes from the present thinking about flexibility than the realization on the part of manufacturers that the package is **not** something which must remain static real sales benefits will result. However, more is bound to come from this consideration.

As American business looks ahead it realizes more and more the importance of the strategy of change and adaptability. Nowhere is there a greater opportunity for the effective application of this strategy than in the task of package design.

Haig, Advertising Director, National Cash Register

George Haig has been appointed director of advertising of the National Cash Register Company, Dayton, in charge of sales promotion activities. He was formerly associated with the company in a similar capacity, leaving in 1920 to accept a foreign assignment for the Delco Light Division of the General Motors Corporation.

Later, he organized the Pacific Coast offices for MacManus, Inc., advertising agency, continuing as its Pacific Coast manager until three years ago when he joined the Jam Handy Picture Service, at Detroit, as vice-president.

Mr. Haig will supervise and correlate all indirect selling activities. A. B. Gary will be in direct charge of sales promotion, John L. Wood of sales education and F. J. Nichols, of the merchants' service bureau.

Bryn with Frey Agency

Oscar M. Bryn, former vice-president and art director of Erwin, Wasey & Company, has joined the Charles Daniel Frey Company, Chicago, as art director. Mr. Bryn returns to Chicago after a year and a half on the Pacific Coast where he was associated with Erwin, Wasey's office. Previously he was with Erwin, Wasey at Chicago for twelve years.

C. A. Pace Dies

Charles A. Pace, secretary and partner of Pace, Inc., Chicago advertising agency, died at Evanston, Ill., last week, aged seventy-one. He had been with the Pace agency since its establishment eighteen years ago.

Represents "Nature"

Nature Magazine, Washington, D. C., has appointed Hallett E. Cole, publishers' representative, Los Angeles and San Francisco, as its advertising representative on the Pacific Coast.

E. S. Johnston Joins Washington "Herald"

Ernest S. Johnston has joined the Washington, D. C. *Herald* as an advertising counselor, according to an announcement received from F. C. Wheeler, advertising director. Mr. Johnston started in the newspaper business with the *Herald* at the time of its inception in 1906. In 1914 he joined the Washington *Post* where he held the position of advertising manager until he left, recently, to take up his duties with the *Herald*.

New Direct-Mail Unit

Shelter Advertising Associates, with offices at 193 Platt Street, Rochester, N. Y., and 611 Laurel Avenue, Grand Rapids, Mich., has been organized as a division of the John P. Smith Company, Inc., Rochester. Principals are H. W. Frohne, R. C. Bedford and L. S. Powers who for some years have functioned as an advertising service department of The Dean-Hicks Company, Grand Rapids.

Adds Two Accounts

St. Patrick's Academy, Mokense, Ill., has appointed Phelps-Engel-Phelps, Inc., Chicago advertising agency, to handle its advertising account. Newspapers and magazines will be used. This agency also has obtained the account of the Hollywood Diet Corporation, Chicago. Radio and newspapers will be used.

Restaurant Chain Appoints

The John R. Thompson Company, Chicago, operating the Thompson chain of restaurants, has appointed Mitchell, Faust, Dickson & Wieland, Inc., of that city, as its advertising agency.

Adds Mitchell to Staff

Harry T. Mitchell, formerly with J. Stirling Getchell, Inc., Detroit and New York, has joined The Green, Fulton, Cunningham Company, Chicago, as an account executive.

4 New Market Surveys Now Available

COFFEE

COVERING A PERIOD
OF NINE YEARS

CIGARS

COVERING A PERIOD
OF THIRTEEN YEARS

TOILET PAPER

COVERING A PERIOD
OF TWO YEARS

TOOTH PASTE

COVERING PRESENT
SITUATION

Comprehensive surveys covering the distribution and sale of Coffee, Cigars, Tooth Paste and Toilet Paper in Indianapolis, have just been completed by the Merchandising and National Advertising Department of The Indianapolis News.

Firms engaged in the manufacture, distribution or advertising of these products will find the information contained in these surveys most interesting. A request on your business stationery will bring a free copy to your desk. The supply is limited.

THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York
Dan A. Carroll, 110 East 42nd St.

Chicago
J. E. Lutz, 180 N. Michigan Ave.

DON'T LET THE SUN

Dry Up

YOUR BEAUTY!



Keep your skin smooth and
supple with this marvelous
Olive Oil Face Powder

A HOT summer-sun may be fine for your health, but what it does to your skin! The scorching rays take out its natural oils, leave your complexion dry, dull and lifeless.

Sunt, wrinkles appear. Parched tissues shrink and shrivel. Your skin, deprived of its essential moisture, grows hoarse, taut and "leathery."

Here's the safe way to protect your complexion. Every day, before you go out, use **OUTDOOR GIRL Face Powder**. Its luxurious **Olive Oil** base (found in no other powder) acts as a "softener" of sun-dried skin... soothing it, restoring its normal suppleness. **OUTDOOR GIRL** clings for hours, yet it never cakes or becomes "pasty."

Try this different face powder today! Discover why millions of women will use no other. **OUTDOOR GIRL** comes in 7 popular shades blended naturally with any complexion.

Large size packages of **OUTDOOR GIRL Face Powder** and other **Olive Oil Beauty Products** are popularly priced at 50c and \$1.00 in the better drug and department stores. Try-out sizes, too, at 10c each, may be found in the leading "chains." Buy your box of **OUTDOOR GIRL** today, or mail the coupon for liberal samples of both the **Olive Oil** and **Lighten** face powders and the new **Lip-synching Cleansing Cream** (which cleans the skin as soap can).



Lighten in the red box for
only 50c. With **Olive Oil**
in the purple box for
normal skin.

Crystal Laboratories,
Dept. 30,
130 W. 4th Ave., New York

Kindly send me five samples of the 2 **OUTDOOR GIRL** face powders and the new **Lip-synching Cleansing Cream**.

Name _____

Address _____

City _____ State _____

This \$1,400 ad produce over

This one insertion in *True Story Magazine* developed
10,260 new customers for
Outdoor Girl Face Powder

"IN the June 1932 issue of *True Story*, we ran a single column advertisement shown at the left. Free samples of the two *Outdoor Girl* face powders and a tube of *Outdoor Girl Liquefying Cleansing Cream* were offered to all women who would send in the coupon. To date we have received over 27,000 requests for samples from this one advertisement and the coupons are still coming in at the rate of over 100 per week.

"To determine definitely the extent to which women requesting the *Outdoor Girl* samples would actually buy the product, an impartial investigation was made among the coupon-mailers. 38% of them went on record for themselves.

400 advertisement received over 27,000

COUPONS

n in True
developed
omers for
ce Powder

38% became regular users

32 issue since receiving the free sam-
we ran les, they have been con-
vertisse m-verted to the regular use of
Free sa Outdoor Girl Face Powder."

Outdoor G Outdoor Girl dealer advertisement.

and a tu
Liquefy Two points here deserve spe-
were al emphasis: 1st—The long
who wo les life which advertisements
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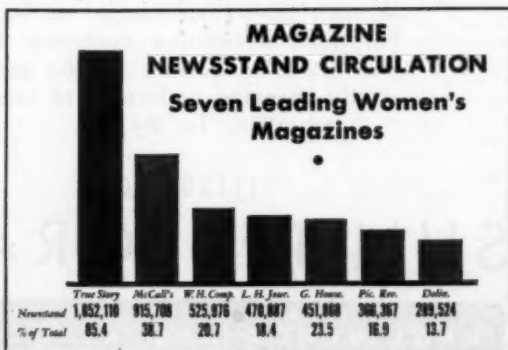
ing the first
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piece.

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Outdoor G Story's sales
actually l ch deserves
npartial mphasis. The
ade amc advertiser's
s. 38% eck-up speaks
record to itself.

And remember these points
about True Story: Ours is a mar-
ket of young married women,
average age 33—a long term
market for every advertiser seek-
ing volume sales . . . 85% of our
total circulation is sold over the
newsstand, rechecking reader in-
terest and willingness to spend
each issue. Our rate is from 27%
to 37% lower than the other
women's magazines. True Story
offers you a selling instrument
timely keyed to build sales
in 1933.

Once again True Story's newsstand sale comes thru



Here's How Times Have
Changed in PITTSBURGH!

53% of all » » »

Toilet Goods and Beauty Shop Advertising

published in Pittsburgh Evening and
Sunday Newspapers during the first
three months of 1933 appeared in
the Pittsburgh Sun-Telegraph.

PITTSBURGH SUN-TELEGRAPH TOILET GOODS and BEAUTY SHOP ADVERTISING EVENING and SUNDAY FIELD FIRST QUARTER YEAR		
1931	1932	1933
34.2%	45.5%	53%

FIGURES BY MEDIA RECORDS, INC.

Women reader response to Sun-
Telegraph advertising continues to
grow as is evidenced by the con-
stantly changing preference of local
advertisers for the . . .

PITTSBURGH
SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

Selling to Customers' Customers When Markets Decline

Lovell Ties Business Papers, Consumer Magazines and Direct Mail into
Resultful Indirect Advertising Campaign

As told to Arthur P. Hirose

By Edward C. Doll

Vice-President, Lovell Mfg. Co.

WHAT'S to be done when customers who incorporate your product into their own product, buy less of your goods because their own sales are down? That's the problem that faced the Lovell Manufacturing Company.

The company makes a "pressure cleanser," an improved wringer for household electric clothes washing machines. These are not sold direct to homes. Instead they go first to home-washing machine manufacturers, who sell the washer and wringer as a unit to distributors and jobbers, they in turn supplying the retailers who finally pass the wringer-equipped washer to consumers.

In 1932, Lovell faced this situation: Electric clothes washing machine sales, which in 1929 had amounted to a yearly total of 956,000 units, had fallen to 800,000 washers in 1930 and 1931, and still further to only 570,000 machines in 1932—a decrease of almost 30 per cent. Retail prices, which once were at the lofty level of \$165, had fallen from an average of \$113 in 1929 to less than \$60 in 1932—a drop of almost 50 per cent. This meant that washer manufacturers were buying fewer wringers and were demanding a lower price.

Confronted with these conditions, the executives of the company consulted its advertising agency. The nub of the whole problem, they decided, was the washing machine dealers and distributors, some of whom had become apathetic to washers because declining prices, had robbed washer sales of part of their profit. Likewise, there were some home-appliance distributors and dealers of considerable ability who

had come into existence with such devices as the electric refrigerator and radio but who had never been induced to take on the distribution of home clothes washers.

To interest and re-interest these trade factors in selling clothes washers seemed the soundest way of stimulating sales of Lovell wringers to washer manufacturers. It was agreed that an advertising campaign which said in effect, "Our Pressure Cleanser Is the Swellest Wringer or Dryer That Goes on Washing Machines—How About Buying One?" might be laudable but would scarcely be adequate to meet the situation and increase sales.

Four Aims Decided Upon

Instead the company, dropping competitive selling and even eliminating sales talk on its own product, decided:

1. To show home-appliance distributors and dealers why and how they could sell more washers.

2. To show prospective washing machine owners why a washer was a profitable investment, particularly in times of reduced income.

3. To bank on the resulting stimulated sales of washers to increase its own sales of wringers and rolls.

4. To leave to its regular advertising and to its salesmen the job of selling Lovell wringers in competition with other brands of wringers.

The advertising campaign, now running, is divided into two parts—double-page business-paper spreads in color and consumer advertising in a woman's magazine and a national weekly.

Interesting particularly is the

advertising addressed directly to present and potential washing-machine dealers and distributors and indirectly to washer manufacturers who are Lovell's customers and prospects. Ballyhoo copy is carefully eschewed. Instead, a brief but provocative thought is presented to dealers and distributors in each month's message.

One advertisement going to the trade points out that large cities, formerly poor markets for home-washer sales, due to commercial-laundry competition, are now opening up as washer markets "because city women have gone to the school of depression and have relearned forgotten lessons of economy," because these women are newly interested in housekeeping and home maintenance costs and are willing to listen to a story of the service that electric home laundry equipment affords.

Another message to present and potential washer distributors and dealers spikes the frequently held but erroneous impression that the home clothes-washer market is already so well saturated as to make future sales difficult. Instead, this advertisement points out that al-

though almost 8,000,000 American homes do own washing machines, 13,000,000 wired homes have yet to be sold. Furthermore, the dealer and distributor are reminded, washing machines reach the obsolescence stage in ten years, contributing a sizable replacement market for washers in addition to the new-owner market.

Succeeding advertisements stress other reasons, some new and some old but perhaps forgotten, why the electric clothes washer is possessed of profit potentialities and so is worthy of aggressive sales promotion by the appliance retailer and wholesaler.

Business-paper advertising is supplemented by direct-mail work—mailing reprints of each month's advertisements to electrical appliance dealers. Also, of course, the advertisements are merchandised to washing machine manufacturers as individuals and in their capacity as officials of the washing machine manufacturers' trade association.

Although the campaign has been running only since November, 1932, it is already bearing fruit.

Washing machine manufacturer

One of the double-page business-paper advertisements spikes the idea that the electric washing machine market is saturated



SATURATION?

Recent figures show sales saturation of ELECTRIC WASHING MACHINES will not be reached for years

There has been a persistent thought among some members of the electrical appliance trade that electric washing machines were nearing the point of saturation. If that were true, the situation would reflect in various ways.

The facts do not bear out this thought. The facts show that electric washing machine sales continue to be a major source of sales and profits to dealers and distributors in every year to come.

Here are the facts: On January 1, 1932, there were 1,411,100 electric washing machines in active use. On January 1, 1933, there were in the United States 1,511,100 more.

Placed side by side, these figures tell a dramatic story. They mean that the thought of machine saturation is never within washing machine sales. Twenty million homes equipped to handle them. A sales volume of almost thirteen million between sales and accessories. Even after making allowance for obsolescence and new sales to be had, still the entire picture shows electric washing machine sales to be in a saturated state.

Unquestioned, the percentages the figures are even more graphic. They tell the story in a nutshell.

In the light of such data, imagination cannot be so indulgent toward its own and generalizing ideas. No business is the dominant force and there is plenty of room for it to be. Cleanliness has been growing within the past six months, estimated by the expert mind of commerce in the home. The fact

It is hardly for the selling and it is not the entire United States.

The fact is that of new business—the electric, however, is not the same thing as the new. For the latter, the figures are different.

The replacement market requires 100,000 machines per year. In 1932, the total number of washing machines sold was 100,000. In 1933, the total was 100,000. In 1934, the total was 100,000. The growth of 1932, 1933, 1934, shows substantial figures in themselves, but in point of fact they actually grow the market steadily.

As an instance, if all the washing machines necessary for replacement in 1934 had been sold, after the new washing machine equipment placed in that year would have been only 10,000. A small share, indeed, as the new equipment market.

Washing machines are also in a position to give any electrical appliance sales representative a profitable market. They are a source of a substantial replacement market guaranteeing every year and the large single market effect is dependent, each successive year, on the electrical appliance distributor and dealer. Lovell Manufacturing Company, Inc., Fresno, Station of the Lovell Pressman Company.



LOVELL
PRESSURE CLEANER

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ers, both those who have been customers and those who have not been, have expressed their appreciation of the value of the campaign.

Because of the character of the advertising there is no resentment on the part of the machine manufacturer that a washing machine

parts supplier is talking to his customers' customers. Inquiries expressing definite interest in the subject matter of the advertisements have also been received in encouraging numbers by the company from present and prospective retailers and wholesalers of electric clothes washers.

Socony Advertises Household Pack

THE appearance of a campaign featuring household specialties has occasioned some surprise that the Socony-Vacuum Corporation is active in this field. Socony floor waxes and furniture polish have been on the market a little more than a year and are part of about twelve household specialties being sold.

Distribution is under the direction of a subsidiary company, Socony-Vacuum Specialties, Inc., which, in preparation for the spring house cleaning season, developed plans for offering a combination package of related items. These include a bottle of furniture polish, a bottle of liquid wax, a can of floor wax and a wiping cloth, which is made by a subsidiary company.

Advertising of the package already has begun and, for the present, is being restricted to New York and New England States, which comprise Soconyland. Newspaper space, displays, radio and folders are being used.

The possibilities of the household pack are being tested with a premium offer. For a limited time, dealers will give away a lamp shade and fixtures which, when attached to the bottle which held the liquid wax, makes an attractive lamp.

Another premium offer is a waxer and polisher. Consumers are offered their choice of either



"I've discovered a real bargain! It's the new Socony Household Pack, including a bottle of Socony Furniture Polish, a bottle of Socony Liquid Wax, a can of Socony Floor Wax, and a Socony Wiping Cloth. And here's where the bargain comes in. Dealers are offering free for a limited time an awfully smart lamp

shade and fixture or a waxer and polisher—as useful as the Socony household products themselves. If you're interested in bargains (and who isn't these days!) here's a bargain that is a bargain."

Sally Vance

Furniture Polish
Polish Cloth
SOCONY
Liquid & Floor Wax
Wiping Cloth
AT DEPARTMENT, HOUSEFURNISHING AND HARDWARE STORES

premium at a suggested retail price of \$1.95 for premium and package. For \$2.65 they may have the package and both premiums.

Marketing of these household specialties will gradually be extended to cover the entire country, through the various units which constitute the Socony-Vacuum Corporation.

Has New Product Account

William L. Barrell Company, Inc., New York, has placed the advertising of its new product, "Slac-Kloth," with Hirshon-Garfield, Inc., New York.

Appoints Root Agency

The advertising of the Sterling Borax Company, Chicago, boric acid, is now being placed by the Root Advertising Agency, of that city.

It's Not Position of Coupon but Pull of Copy That Counts

Convenience of Use Is Important, but Is Secondary to Effectiveness of Selling Message

GENERAL ELECTRIC COMPANY
SCHENECTADY, N. Y.

Editor of **PRINTERS' INK**:

Do your files contain any information on tests conducted which indicate the best place for coupons in advertisements?

PHILIP F. ICKE,
Market Research Section,
Publicity Department.

NUMEROUS tests made of coupon position boil down to about this: The best place for the coupon is where it is most convenient for the prospect and fits best in the layout.

Daniel Starch, in his "An Analysis of 5,000,000 Inquiries," in a study of 1,676 advertisements which brought more than 3,000,000 returns found the following reply ratios: Upper center, 180; outside bottom, 100; inside bottom, 74.9; across bottom, 66.6; lower center, 56.1.

These figures are not as conclusive as they may seem because the study does not indicate what proportion of the advertisements had the coupons in the various positions nor do they make any effectiveness analysis of the copy itself.

E. T. Gundlach, president, Gundlach Advertising Company, in an article in **PRINTERS' INK** said, "When we consider relative values of positions of coupons with reference to the layout and with refer-

ence to the wording of the copy, then we meet important problems seriously affecting the pulling power of an advertisement. These other considerations completely outweigh any superior value which may theoretically lie in a particular outside or inside, top or bottom, or back-up position."

It is doubtful if the position of the coupon has the vast influence that it is sometimes supposed to have. Of course if any advertiser were so inept as to place his coupon in the center of a page or in some other equally inconvenient position, his reply ratio would be cut down considerably.

On the other hand, if the coupon is placed where it can be conveniently clipped by the prospect, its exact position is of very little importance when compared to the selling punch contained in the copy and the layout.

To quote Mr. Gundlach again, "Let us decide upon the best layout to attract our prospects upon the wording that leads to the action, i.e., the mailing of that coupon; thereupon selecting the position for the coupon wherever it best fits into this layout and wording, irrespective of other at best trivial positional advantages."

This sums up the case admirably.
—[Ed. **PRINTERS' INK**.

Appoints Reese Agency

B. B. Dorf & Company, New York, have appointed Thomas H. Reese & Company, Inc., to handle their advertising. This company is sole agent for Holloway's London Gin, non-alcoholic, Schweppes Club Soda, Nuyens Grenadine and Vermouth and other beverages. Magazines and newspapers will be used.

Allen Joins Omaha Paper

H. W. Allen has been appointed advertising manager of the Omaha *World-Herald*. He had been advertising manager of the Derby Oil Company, Wichita, and, for seven years was advertising director of the Wichita *Eagle*.

Fell Company Elects

Following the death of William F. Fell, the following officers have been elected by the Wm. F. Fell Company, Philadelphia, printing: President and treasurer, J. Howard Fell; vice-president, Allison Brooks; secretary, Walter Huber, and, assistant treasurer, John T. Ludwigson. Oskar A. B. Fischer has been appointed assistant to the president.

Has Medical Account

The Tilden Company, New Lebanon, N. Y., and St. Louis, pharmaceutical house, has placed its advertising account with the Root Advertising Agency, Chicago. Medical publications will be used.

DURING the month of March the Washington (D. C.) Star printed 839,188 MORE lines of display advertising than the second paper.

There is no opinion of the value of advertising media superior to that of the local merchants'—and their judgment gives **The Star** this **DECIDED PREFERENCE**.

Only **ONE** medium is necessary to completely cover the Washington Market—**The Star**—**EVENING** and **SUNDAY**.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.

*No advertising campaign for 1933
should omit the National Capital.*

Member Metropolitan Sunday Newspapers.



Talk

If people hesitate in their buying today . . .

**If they talk over their contemplated purchases with
friends . . .**

**If they seek advice more than they have in the
past . . .**

**Isn't it of greatest importance to direct your adver-
tising to those whose advice is sought and
heeded?**

Isn't it wise to reach the active, open-minded

Collier's a new leader has appeared among magazines — a leader, designated as such by modern-minded American public.

THE CROWELL PUBLISHING COMPANY

alk

. . . progressive group in every community whose decisions and judgment guide the habits and purchases of others?

ve in the A study of *Collier's* . . . its editorials, its articles, its fiction . . . is the most convincing evidence of the type of reader to whom it appeals . . . a magazine that has the mental qualifications for leadership . . . and is actively sympathetic with a program of constructive change.

Collier's

THE NATIONAL WEEKLY

Space Selling Has Kept Up with the Times

In Which a Salesman of Space Answers a Manufacturer's Advertising Manager's Charges

By Kenneth J. McArdle

READING through PRINTERS' INK, March 30, I came upon an interesting article entitled "Space Selling Hasn't Kept Up with the Times," written by a Manufacturer's Advertising Manager.

Part of my own job is to sell space on a national monthly magazine. A fairly wide acquaintance with advertisers, agency men and space sellers as well created by the particular type of publication I happen to represent permits me to say that as a space seller I strike a fair average and have the average problems which must be met and followed through to practical solution in the course of the day's work.

With this average background and with barely average experience, I contend that before even a Manufacturer's Advertising Manager can criticize space selling, he might well devote some time to a few of the major problems of space selling.

The Space Seller's Big Problem

To my mind, the main problem is time.

I can say sincerely that I have never had the time available to solicit *all* prospective advertising accounts. Accordingly, I compromised by soliciting *all major* prospective accounts. While this helped considerably, I can still declare that I have not had time to solicit *all major* prospective accounts after the manner most likely to have the desired effect.

Obviously, I admit that with reluctance as I know only too well how productive the results would be.

Where does the time go? Here are the "calls" often necessary in soliciting a major account:—(1)

advertising manager; (2) agency space buyer; (3) agency account executive; (4) sales manager; (5) president or vice-president; (6) one or more representative dealers.

Very seldom does a space seller have an opportunity of carrying out this schedule. If he is wise, he will probably make calls (6) and (4) first of all, by way of background, then proceed with calls (1), (2) and (3) in the usual manner.

It is my guess that very few of the solicitations made today secure more than a 50 per cent batting average on the above list—for very definite reasons. Here are a few:

(1) The space seller, sincere in his convictions as to the value of his publication, feels that he can count upon an accurate appraisal of his publication and a decision from (a) the advertising manager (b) the agency space buyer. The former is paid to weigh the relative merits of all publications and make recommendations accordingly. The latter is actually paid by the publication itself (or is he?) to act in the salesman's behalf if, as and when he can be convinced of the merit of that publication as a medium for his client's advertising.

(2) The account may be too far away to establish contact frequently or, although close at hand, may require too much waste footwork and reception room heel-cooling.

(3) Too often the space seller's story is met with (a) indifference (b) buck-passing between agency and advertiser (c) failure on the part of the advertising manager or the advertising agency to tell the space seller that his publication hasn't got a chance to fit into a particular advertising picture.

(4) The amount of time, money and effort expended on any one ac-

count must bear some relation to the amount of business to be gained.

Considering these various problems with which the space seller must contend, it is my firm conviction that the majority of space sellers have kept up with the times and that the selling of space, subject to the conditions I have mentioned above, to say nothing of many others of equal importance, finds its own level in the same manner as does the selling of the manufacturer's product.

Too, as in the sale of a product, the space seller can go further when the occasion arises and give service which is not ordinarily required of him. It is in this field where we can answer Mr. Manufacturer's Advertising Manager.

For instance, this question of the "golf bag sales kit." One could take this to mean any form of entertainment tendered by the space seller to the advertiser by way of an aid to secure business.

Entertainment, considered as an investment in the advertiser by the space seller is all wrong and the sooner it can be eliminated completely, the better.

However, entertainment tendered by the space seller to the advertiser and intended as an investment in *himself* is not only ethical but also a practical business method whose dividends will never fail. I think that the majority of space sellers already follow this latter method in order that buyers may learn to know them for what they really are and respect their judg-

ment in a fraction of the time ordinarily required to accomplish the same in the cold light of a business interview.

Now for this question regarding the knowledge of the products whose advertising space salesmen solicit and the value of offering suggestions as to the marketing or advertising of these products.

In theory it's a grand idea. In practice it seldom works out satisfactorily. In fact, carefully and diplomatically as it may be handled, the repercussions are quite as likely to be set-backs as space orders.

I contend that minor suggestions and a fair knowledge of the products and problems of advertisers are displayed by the average space seller. As to any lengthy proposals on marketing or advertising (a weakness of my own) I have found that the story is met with (a) indifference (b) suspicion of meddling (c) incredulity in the face of fact, with the silent implication—"Oh, yes, but you must remember that we have been in this business for years while you are just a publisher."

So I think that Mr. Manufacturer's Advertising Manager, is answered and that space selling has kept up with the times. The space seller will do his job intelligently,—but if in the advertising manager's opinion he isn't, there's usually a very good reason for it which probably has more than a little to do with what advertising managers have expected of him.

Advanced by Swift

R. H. Gifford has been appointed manager of the branch house sales department of Swift & Company, Chicago. He has been with the company for over thirty years.

Appoints Low Agency

The advertising account of the Crowell Manufacturing Company, Brooklyn, N. Y., air compressors and blowers, has been placed with the F. J. Low Company, Inc., New York.

With New Orleans Agency

Mason Ancker, formerly with the Campbell-Ewald Company, Detroit, has joined the staff of the Pritchard & Thompson Advertising Agency, Inc., New Orleans.

Death of Albert W. Hopkins

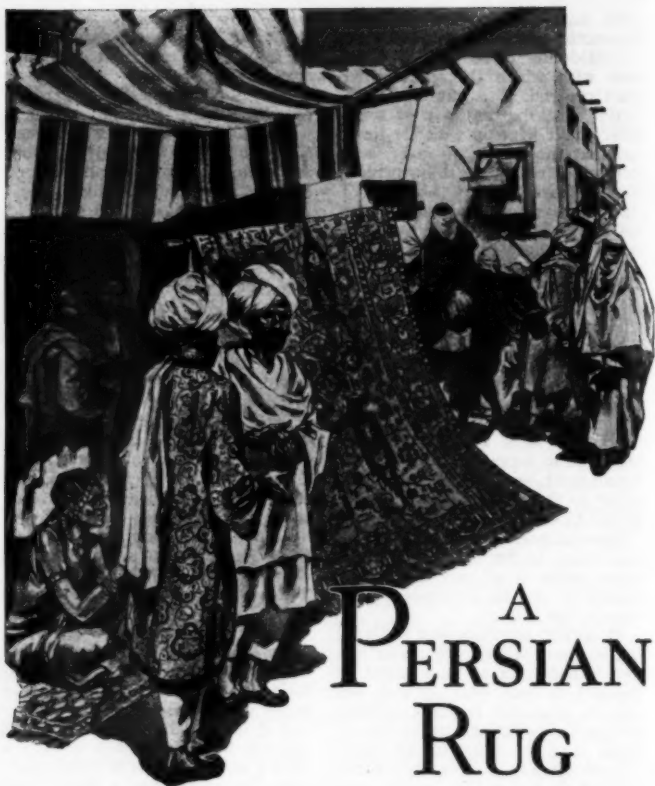
Albert W. Hopkins, former sales manager for the National Acme Company, Cleveland, died recently at Detroit, aged forty-nine. He was with National Acme for thirty years, leaving four years ago to join Allied Products Co.

Represent Chicago Group

H. A. Patterson and H. R. Denton have been appointed national advertising representatives for The Accredited Group of The Chicago Community Newspapers.

Has Beer Account

The advertising account of the Berghoff Brewing Corporation, Fort Wayne, Ind., has been placed with Lamport, Fox and Company, South Bend, Ind.



A PERSIAN RUG

took on all the Glamour of the ORIENT

A GREAT merchant once said that the turning point in his career had come with the discovery that advertising could be *news*.

He had tired of the trite descriptions and extravagant claims which constantly filled his advertising. He wanted people to read his page with the same eagerness with which they read the news of the day.

He decided to experiment by telling the *news* of his store; by printing as advertisements those

romances and adventures of even the most practical goods. He trained his people to sense *news* in merchandise; sent reporters through the store on assignments, just as a newspaper would.

He demanded of every piece of news—Accuracy, Interest, Timeliness; demanded brilliant, yet simple writing, hired a telegraph editor to write display lines with a news flavor.

Gradually his people came to “feel” a news story in every

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piece of merchandise. A Persian rug took on all the glamour of the Orient, instead of being "the best value in town." Even the lowly clothes pin had its romantic side.

Every day, fresh, interesting news made his space as live as the news columns, until people looked for it each day.

It is such an obvious formula for good advertising. The thirst for news is as old as human nature. It has created great organizations for news gathering which completely encircle the globe.

News is the vital interest which builds newspapers such as *The Philadelphia Bulletin*, which grew from a few thousand circulation in 1895 to more than half a million today. (Two and one-half times the circula-

tion of any other evening newspaper; more than all morning newspapers combined.)

News, which people believe when they read, stabilizes and holds such circulations, year after year, without artificial stimulation; makes such a newspaper a more sensitized medium for advertising in its columns.

News, handled as the Philadelphia home prefers it, has created an unusual newspaper condition in this metropolitan market: In Philadelphia nearly everybody reads *The Bulletin*.

In it, merchant or manufacturer may associate his own live *news advertising* with the news of the day in half a million homes. And his advertising cost for reaching this billion dollar market in *The Bulletin* is one of the lowest in America.

THE EVENING BULLETIN

ROBERT McLEAN, *President*

WILLIAM L. McLEAN, Jr., *Vice President and Treasurer*

PHILADELPHIA

New York 247 Park Ave. Chicago 333 N. Michigan Ave. Detroit 321 Lafayette Blvd. San Francisco 5 Third St.
© 1933, Bulletin Co.

Why Douglas Shoe Has Gone Back to 1876 Prices

Newspaper Campaign and New Price Levels Bring Higher Dollar Volume Than in 1932

A FEW weeks ago, the W. L. Douglas Shoe Co., sent to a list of 10,000 shoe merchants a broadside announcing a Douglas shoe to retail at \$3—the lowest price for this well-known line since 1876. Simultaneously, the new low-price leader was put on sale in the company's own chain of 125 stores and featured in a newspaper campaign run in the seventy-five cities in which the factory-owned stores are located.

The returns were immediate.

In a few days, production on the new shoe had to be stepped up, although the factory thought it had been generous in its estimate of anticipated demand. Today, the plant is running full time to catch up with orders. During the interval that has elapsed since the original announcement of the \$3 line, the company's sales—both in dollars and units—have run ahead of the comparable period last year.

The Douglas shoe business, like so many other industries, had reached a dead center at the turn of the new year. A new management had taken the helm, as a result of a reorganization, and a study was immediately made to discover the lever that would get things moving again.

It soon became apparent that, in the low-price field, the big demand for shoes was in the \$3 group. At that time, the lowest-priced shoe in the company's line retailed for \$3.60. It was essential to introduce a lower-priced shoe, but while various production economies were worked out, labor costs, which represented the big item of expense, were fixed and obstructed all efforts to get down to the \$3 basis.

Brockton, Mass., where the Douglas factories are located, is a highly unionized community. It was decided to take up the matter with the union officials, to point out to them that employment could be

increased only if the company could add to its volume and that volume could not be stepped up unless the company was able to put out a shoe that could sell in the price bracket dictated by current conditions. The union officials were not slow to see the point and arrangements were made for a new wage basis that enabled the company to bring down costs to the indicated point.

The new line started with the \$3 retail seller. It included another group to retail at \$3.60, a third group to retail at \$5, and a \$7 corrective shoe. While the company makes both women's and men's shoes, it is no secret that the bulk of its sales have been to men.

New Models Tested in Factory's Stores

The new models were tested in a few of the factory-owned stores. They promptly demonstrated their sales possibilities and it was decided to market them on a national scale. The company's chain of retail outlets was soon stocked, and a newspaper campaign, calling for the use of space in all of the seventy-five cities in which factory-owned stores are located, was prepared.

The campaign called for the use of 1,000-line space to announce the new line, to be followed by weekly insertions of single-column, full-length size. This advertising, following in the Douglas tradition, makes no attempt to achieve beautiful effects. The shoes illustrated are actual photographs, the copy simple—and exceedingly brief. It performs no somersaults—in fact, it might properly be called "straight-from-the-shoulder" copy, because it hammers home its message of \$3 quality shoes in blunt, bold style. The higher-priced lines are mentioned only incidentally.

Simultaneously, a broadside was

sent to 10,000 shoe merchants. This broadside announced the new low-price line and tied it up to a handsome window display that was offered free. When the broadside was being prepared, there was some discussion as to whether the window display should be offered only with a minimum order of a stipulated size, or whether it should

models. Would people who might otherwise buy the \$5 shoe, for example, be induced by the newspaper and window display advertising featuring the \$3 shoe, to buy the lower-price number? Obviously, the campaign would not be completely successful if it were to result in a sales drop for the higher-price models.

1933 STYLE AT \$3 OUR 1876 PRICE

W.L. DOUGLAS SHOES

23 SOUTH 10th STREET, PHILADELPHIA, PA. — 122 First Street
121 HICKORY 8th STREET, BOSTON, U.S.A. — 27 East 12th Street
524 NORTH 10th STREET, PHILADELPHIA, PA. — 122 First Street
4000 LAKELAND AVENUE, CHICAGO, ILL. — 1122 Broadway
22 SOUTH 4th STREET, PHILADELPHIA, PA. — 122 First Street

Following the Douglas tradition, advertising of the new \$3 shoe is bold and brief with no striving for beautiful effects

be given away with no strings attached to it.

The argument that a minimum order might lead a number of dealers who otherwise would place large orders to order only the minimum quantity won the day and the display was featured in the broadside as being available with orders of any size. In this connection, it has been interesting to note that the orders produced by the mailing have averaged considerably higher than the contemplated minimum. In fact, comparatively few orders have come in calling for fewer shoes than the proposed minimum.

In planning the entire merchandising effort, a point that came in for deep consideration was whether or not the featuring of the lowest-price line would adversely affect the sales of the higher-price

Figures that have been kept since the inception of the campaign show that these fears were groundless. While the \$3 shoes are rapidly assuming a larger percentage of the total sales, this growth is not at the expense of the other groups. In fact, the dollar and unit sales of the higher-price lines have increased simultaneously with the upward surge of the \$3 line—proof that many customers who entered stores to buy the \$3 line left with a higher-price shoe on their feet or under their arms.

Traffic Service Elects

E. F. Hamm, Jr., has been elected president of the Traffic Service Corporation, Chicago, publisher of *The Traffic World* and *The Traffic Bulletin*. He succeeds the late Edward F. Hamm.

William Eastman was elected vice-president; and Henry A. Palmer, secretary.

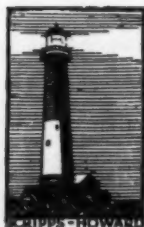
The Pittsburgh Press

published

46.7%

of all Pittsburgh newspaper advertising appearing during the first quarter of 1933. This compares with 45.4% during the same period of last year.

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



The Pit

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NEWSPAPER
CHICAGO
DETROIT

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year

The second paper published 34.9% of this year's first quarter total, as compared with 36.5% of last year's.

During the first three months of 1933, The Press published 33.6% MORE advertising than the second paper, leading the Pittsburgh field in 22 of 34 classifications. More advertising appeared in The Press in 11 of the classifications than appeared in the other two papers combined.

Authority: Media Records, exclusive of non-competitive linage in all papers, and advertising sold on group basis in both Sunday papers.

h Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

Sales and Advertising Must Go Hand in Hand

Thorough Co-ordination of Both Activities Only Way to Get the Most Out of Either

THE NORWICH PHARMACAL COMPANY
NORWICH, N. Y.

Editor of *PRINTERS' INK*:

Kindly send me a bibliography of recent articles in your publications on the subject of co-ordination of sales and advertising.

WILLARD TOMLINSON,
Director of Advertising.

SALES and advertising are not things apart and have never been considered so by really successful advertisers. Each advertisement is just as much a salesman as the man who goes out on the road with a sample case or the man who stands behind the counter in the retail store.

It is highly essential, therefore, that the closest co-ordination be built up between sales and advertising efforts.

Many companies are so organized that both activities are supervised by the same person. Today in many companies President MacDonald sits at the head of the table and takes a keen interest in seeing that both sales and advertising are working hand in hand.

In numerous companies the sales manager also supervises the advertising. In other companies both sales manager and advertising manager report to someone higher up who co-ordinates their activities. One large food company has what it calls product managers who supervise both the sales and advertising activities for various products and then report the results of their work to both the general sales manager and the advertising manager.

Organization, however, is not of much importance in itself. In the company that has a true understanding of the functions of advertising and sales it is inevitable that some form of organization will be built up in which these activities are brought together.

Advertising can be of help to the salesman only insofar as he has a

complete understanding of his company's advertising program. The advertising portfolio is one device that is used to keep the salesman acquainted with what is going on but in too many cases it is a device that is abused or neglected.

In many companies the salesmen get regular mailings not only of sample advertisements but of advertising schedules. Sometimes these schedules are localized to show the salesmen just how many newspapers in his particular territory are going to carry the company's advertising or just how much circulation national magazines used by the company have in his particular territory. This gives the salesman excellent ammunition to use on dealers and prospects.

With increasing frequency we find so-called advertising executives who can pack up a bag, go on the road and sell with the best salesmen. A number of advertising managers consider one of their most important jobs work on the road either selling or with the salesmen so that they can plan advertising with a thorough understanding of sales problems.

When new products are brought out or new packages created the necessity of co-ordinating sales and advertising becomes obvious. This necessity is not always so obvious when a company is running along on an even keel without bringing out new things. In such cases, however, it is perhaps even more important that the salesmen have a thorough understanding of what the company is doing with its advertising and that the advertising manager have a sympathetic and thorough understanding of sales problems.—[*Ed. PRINTERS' INK.*]

Adds Wintersteen to Staff

Joseph M. Wintersteen, formerly with N. W. Ayer & Son, Inc., has joined the San Francisco office of Bowman-Deutecummings, Inc.

More than all three COMBINED!

In January, 1933--

The Weekly Kansas City Star carried not only a greater total volume of advertising lineage, but also a greater number of individual advertisements (display or classified) than all three of the next best Missouri, Kansas and Oklahoma state farm papers *combined!* The Weekly Kansas City Star, we believe, was the *only* farm paper in America to register a *gain* in total volume of advertising carried during January!

The Weekly Kansas City Star

*Largest Weekly Farm Circulation in America.
Lowest Advertising Rate of All Farm Papers.*

How many women

THREE, AT LEAST— FOR EVERY WOMAN LEADS A TRIPLE LIFE

SUPPOSE you asked three friends of yours to describe your wife.

One might think of her as good company—a gay, responsive person who is noticeably very much in love with you.

Another might see her primarily as a wife and mother—a genius in the kitchen and a benevolent tyrant when Johnny comes home with a report loaded with C's and D's.

A third might see only another side of her nature. To him she might be a smartly dressed woman, charming to look at, whose complexion is well worth the time she has spent on it at her dressing table.

And you, knowing all three of these women as your wife, agree with all of these observations. For as far as her moods are concerned, your wife, like every woman, leads a triple life. And these fall under three main classi-

cations; Romance, Her Home, Herself.

Woman's instinct for order has compelled her to keep these moods each in a separate mental compartment. Knowing this, McCall's knows also that only a magazine of triple aspect could meet her needs. That is why, in a brilliant new make-up, McCall's now arranges its contents according to these three main interests of a woman's life.

The new McCall's is in reality three magazines in one. To meet woman's need for recreation and romance, McCall's has given her first a magazine of Fiction and News. This comes a second four-color cover to mark the beginning of a magazine which meets her domestic moods and intensifies them—McCall's Home-making. Then, to satisfy her interest in her personal appearance, comes McCall's Style and Beauty behind the

four-color cover together as McCall's.

As for the other two, they are the only appropriate magazine for the advancement of woman's interests. A store, a group of women need to know the latest in woman at t-

Radical? This never before has been sure McCall's the magazine of the greatest modern first ne-



my women is YOUR wife?



ne, Herself in four-color cover. All three, bound together as a unit, make up the new McCall's.

As for advertising, McCall's now offers the opportunity of a similarly appropriate arrangement, to the mutual advantage of both readers and sponsors. As in the modern department store, like things may now be grouped with like. In the new McCall's there need be no fear that advertisers will say the right thing to the right woman at the wrong time.

Radical? Only in the sense that it has never been done before. But you may be sure that we did not remake McCall's this way before we knew from experience that only such a magazine of triple aspect could bring the greatest help to the triple lives of modern women lead. And after the first new issue went on sale, an

unprecedented increase in letters from the women on McCall Street told us how right we were. McCall's Magazine, 230 Park Ave., New York City.



The New
M'CALL'S

Adapting a Quality Theme to a Price Market

Admiration Cigars, Consistent Advertisers, Have Not Reduced Prices Although Many Competitors Have

An Interview with

Edward J. Regensburg

Sales and Advertising Manager, E. Regensburg & Sons

"WHY discard a basic advertising appeal, one that is truly interpretive of your product, merely because that appeal seems, on superficial observation, to be somewhat out of tune with the times?"

This question was raised by Edward J. Regensburg, sales and advertising manager of E. Regensburg & Sons, New York, when he was asked to discuss his company's new campaign on Admiration cigars. The campaign, at first glance, would appear to herald a new recruit to the ranks of those advertisers who are rallying behind the drive to reinstate a proper appreciation of quality in the mind of the public.

The fact is that not only is the company a veteran in the ranks but a regular that never interrupts its advertising, much less changes its basic appeal.

"Our current campaign," said Mr. Regensburg, "which is appearing in display newspaper space, is in line with our consistent schedule of year-round advertising. The only time that we are absent is during the last week in December. During that month, because of the gift-buying season, we bunch our schedule in the first three weeks of the month.

"Even in 1920, when we were faced with an eleven-month strike and the consequent loss in overhead, we carried on our advertising just the same as if nothing were wrong. We did not produce a single cigar during that eleven months. We knew that we would continue in business, that we could not afford to endanger our previous investment in good-will by dropping out of the picture.

"Results, when the strike was

over, justified our decision. There was a great clamor from our distributors for preferential shipments when production was resumed. Not only did our Admiration smokers pick up where they were forced to leave off, but our distributors had been given a forceful lesson in the public esteem which our product enjoyed.

"One reason for this, we believe, rests in our insistence that our advertising shall always be individual. It must not only stress Admiration as a brand name, it must also convey the individuality of the product itself.

"We always ask ourselves, with each advertisement, 'If the Admiration slug is taken out and another brand name substituted, will the copy pull equally as well?' If the answer is 'Yes,' the copy is killed. To be acceptable, our copy must impress the consumer with adequate and believable reasons why he should prefer our cigars to the rank and file of every other cigar on the market."

Cigar smokers, in recent years, have been appealed to and have determined their purchases with price as a dominant factor.

"Larger cigars," Mr. Regensburg said, "at cheaper prices have been an issue with which we had to contend. Instead of flopping over to price competition, however, we have held to quality as a fundamental theme in our advertising.

"Our experience has demonstrated to us that this theme has flexibility which permits its being keyed to a particular mood of the buying public over any given period.

"Four years ago, for example, we started featuring the slogan 'Even the last inch is mild and

mellow.' This 'good to the last inch' appeal stressed the quality thought. Soon after came the general slump in business. We recognized that economy would be a popular reason-why approach to the public.

"But we didn't have to throw our fundamental story overboard. Instead, we adjusted its interpretation to the needs of the time. Emphasis was placed on the greater pleasure and value which an Admiration smoker received for his money. Our advertising hammered home the message that here was a cigar which, because it could be smoked to the last inch, was more economical than a larger cigar, even if sold at a lower price, if that larger cigar only invited a smoking of half of it.

"Today, times have changed again. We feel that people are fed up with the price appeal. The pendulum is swinging away from it. As their pocketbooks are lined with a little more money, they will show a greater responsiveness to better merchandise. Our major appeal, consequently, undergoes another interpretive change in its new presentation.

"We have taken an outstanding reason which makes the merit of our product a standardized asset and we are featuring it as a timely thought. When almost everything is made by machines, complete mass production seems to be the ultimate objective of every industry.

"Admiration cigars are hand made. People, we feel, if given the choice at the same price between an article made by hand and the same product that is machine made, will show a strong preference for the hand-made article.

"This is the selling argument that dominates our new campaign. To

emphasize the value of hand production, the campaign presents pictorially those many arts where human hands alone can secure the desired results. Illustrations bring into prominence the hands of the violinist, the baseball pitcher and the pianist. Copy emphasizes the

MADE BY HAND

Not
"MASS PRODUCTION"

Handmade Admiration
Smaller A. Brown, Smith
Cigarettes, Good to the Last Inch

Light on Admiration and enjoy to the full a cigar that burns better, draws better and is closer and good-tasting right to the Last Inch. Contrast this superb smoking quality with any machine-made, "mass-production" cigar and you'll see there none can be any substitute for genuine hand-made quality. Handmade means a firm, perfectly rolled shape. Handmade eliminates dust—makes certain that Admiration's mellow-smoked 100% Havana fills are all long, golden-brown, evenly laid leaf. These are the essentials of true smoking enjoyment—qualities that make Admiration for itself in every cool, cleansing puff of an Admiration. Popularly priced—10¢ to 2 for 10¢.

Handsmanship insures
employment for men
— buy American
handmade products



ADMIRATION

To emphasize the value of hand production the campaign features arts in which human hands play an important part

parallel between hand craftsmanship in cigar making and the artistry of the virtuoso.

"When the disposition of the buying public shifts again, we are confident that our story can be adjusted so that we may pertinently interpret our product in tune with the times.

"For example, there is a supplementary appeal in our present campaign which specifically demonstrates the point I am making. Hand workmanship insures employment for men. With unemployment a pressing problem of the day, it doesn't take imagination to convince a smoker that 1,000,000 cigars made by hand offer work

and wages to many more people than when made by machine.

"We feel that there are smokers who will agree with us and be influenced to buy in the knowledge that, by so doing, they are helping to pave the way for more employment, when to do so doesn't cost them any more than if they bought a machine-made article.

"In addition to maintaining the quality of our product, we also have maintained our prices. The cigars, in each price range, have been increased in size so that any savings which may have been made possible through lower cost of materials and wages, have been passed on to the public in a longer smoke for its money."

* * *

New Campaign for Quaker State

THIS week the Quaker State Oil Refining Company starts a newspaper campaign to spread the news of a price reduction. The schedule, which will run through May and which will appear in about 200 newspapers, is in addition to the company's regular program.

"We are convinced," states Samuel Messer, president, "that the

present situation calls for a lower price and that current conditions which have reduced the sales of new cars are creating widened markets for high-grade motor oil."

Copy, while essentially dealing with the price reduction, also emphasizes the eventual economy to motorists of oil, the initial price of which may be somewhat higher than other oils.

* * *

Uniformly Good

UNIVERSAL PICTURES CORPORATION
UNIVERSAL CITY, CALIF.

Mr. Roy Dickinson,
PRINTERS' INK,
New York City

Dear Mr. Dickinson:

Your letter, addressed to my New York office, has just reached me and I assure you I was glad to get it. Of course it caused my head to swell a bit, but we all like that sort of thing.

There is nothing I would enjoy more than to have a talk with you next time I am in New York, because if you are as interesting as PRINTERS' INK has been for these many, many years, then it ought to be a mighty interesting event for me. I am not saying this to be pleasant. I really mean it, because I have always enjoyed PRINTERS' INK.

If I could be as uniform in the quality of my pictures as you have been in the quality of your publication, I would not know what depression means.

Cordially yours,
CARL LAEMMLE,
President.

Adds Soap Account

The Iowa Soap Company, Burlington, Iowa, has appointed Jimm Daugherty, Inc., advertising agency of St. Louis, to direct its advertising account.

Will Change Size

Effective with its May 15 issue, the *Upholsterer & Interior Decorator*, New York, will have a type page size of 6½ by 9½ inches.

Death of Ormond G. Smith

Ormond Gerald Smith, president of the Street & Smith Publishing Company and founder of *Ainslee's*, *Top Notch*, *Popular* and other magazines, died at New York on April 17, aged seventy-three.

Mr. Smith was prominent as a philanthropist and was widely known for his work in furthering amity between the United States and France.

Among the many writers whom he was credited with first having brought before the public and who later achieved prominence, was O. Henry, whose first works appeared in some of Mr. Smith's magazines.

Hil F. Best to Join Kimball

Hil F. Best, recently Eastern manager at New York of M. C. Mogensen & Company, Inc., has joined Fred Kimball, Inc., publishers' representative, as manager of its Detroit office, effective April 24.

Razor Account with Tracy

The Standard Safety Razor Corporation, East Norwalk, Conn., has appointed W. I. Tracy, Inc., New York, to direct its advertising account. Business papers will be used.

Adams with Young & Rubicam

Taylor Adams, for the last four years with Lord & Thomas, of Chicago, has joined Young & Rubicam, Inc., at New York, in an executive capacity.

Bobby Jones could play with a \$5 golf set But he *doesn't!*

THE wizard of Atlanta could probably take a "beginner's" set of driver, mashie, mid-iron and putter and go out and give Old Man Par a pretty close race on any golf course. But does he? Not Mr. Jones! Golf clubs are the tools of his trade and he refuses to jeopardize his game by using any but the best.

Advertising is one of the tools of YOUR trade and the same process of reasoning that Mr. Jones applies to his golf can be applied to your business.

You can buy plenty of advertising tools—good, bad and indifferent but, inasmuch as you are not playing a game, can you really afford to use any but the best?

The Examiner, DAILY or SUNDAY, is read by many thousands more people than any other newspaper in Northern California. Obviously, as a media for city, suburban or the entire Northern California market, The Examiner is entitled to head your list as the BASE paper for this territory!

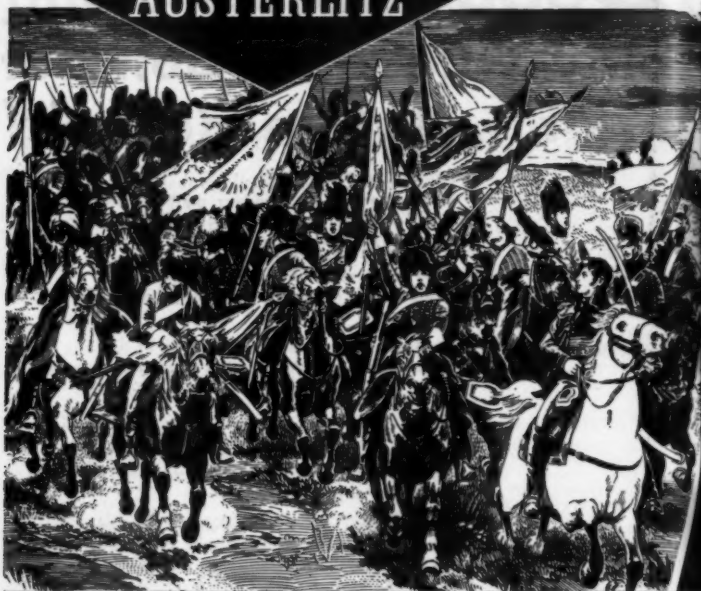
Of course if you're a Bobby Jones of the business world it's probable that you might hang up a fair score without the necessity of using the finest tools available—but will you pardon us if we quote the fact that history records only one Bobby Jones—and he was playing for FUN!

HOW WELL DO YOU KNOW THE COAST

SAN FRANCISCO EXAMINER

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

AUSTERLITZ



1805. The Austrians are massing at Austerlitz. Across the channel Britain watches in grim silence. The future of Napoleon's power depends on his next move. Shall he divide his forces? Or concentrate? Fifteen days later Austerlitz has been fought and won. Napoleon, supreme strategist, knew that victory comes to those who *concentrate* on their *key objective*.

● Not since colonial days has there been such a deep interest in home life. Under the stress of economic conditions the American family has again become a compact group.

To the advertising strategist this return

to family life presents new opportunities. And it re-emphasizes the far-reaching influence of a great advertising agency. THE AMERICAN ZINE.

Each month more than 1,800,

I SEE THE
MAGAZINE
HEAVIEST

A new f...
take full...
From th...
to the b...
key obje...
in a conc...

BATTLE OF 1933



"I SEE THE AMERICAN
MAGAZINE CARRIES OUR
HEAVIEST APPROPRIATION"

"YES, IT REACHES OUR KEY
OBJECTIVE...
THE FAMILY 'BUYING COUNCIL'"

A new feeling of hope is in the air. How can the advertiser take full advantage of present, rapidly improving conditions? From the strategists of the past comes one important message, to the business leaders of the present: "First, choose your *key objective*. Then mass your forces to take this key objective in a *concentrated attack*."

new opportunity.
far reaching sales
of a advertising medium—
RICAN ZINE.
1,800,000 family

groups read THE AMERICAN MAGAZINE. Fathers, mothers, sons and daughters find here an interpretation of the rapidly changing conditions under which they must live and work...and an equally important

SEE NEXT PAGE

(Continued from preceding page)

interpretation of those products whose purchase is more than ever the result of discussion in "family council."

That is why the wise advertising strategist is placing THE AMERICAN MAGAZINE first on his list. Here, with a minimum expenditure, he can concentrate on his *key objective*...the American family.

**PUT THE AMERICAN MAGAZINE
FIRST**

1933 business strategists have arrived at two definite conclusions on present day advertising:

- 1 The most profitable medium on any advertising list is that one which is most widely read by *the whole family*—father, mother, sons and daughters.
- 2 The American Magazine is more thoroughly read by all members of the family than any other magazine published.*

*Proved by scores of independent investigations. Data available on request.

The **American Magazine**
First with all the family

THE CROWELL PUBLISHING COMPANY...NEW YORK

Keying Merchandising Strategy to 1933 Conditions

A Study of Advertising Successes, Showing How Principles They Generated Can Be Applied to Present Needs

HERE is the second and concluding part of Mr. Francisco's treatment of this timely subject. The first appeared in the April 13 issue of *PRINTERS' INK*. His argument, it will be seen, leads up to the logical conclusion that: "Advertising will eventually get back to its main job—that of creating new desires and talking about something besides cheapness."

By Don Francisco

Vice-President, Lord & Thomas

IT is important to realize that this country is not one market but rather a group of individual markets; that the conditions in one market are not the same as those in every other market and therefore may require special strategy to meet special local conditions.

One of the travel advertisers—the All-Year Club of Southern California—offers a fair sample of the strategy of the boom days of '29. The copy at that time emphasized romance, adventure, climate, fun, beautiful scenery—lots of things to do and so on.

Today, however, faced with the depressed conditions, trying to sell a trip to Southern California to people back East is no easy job. Such a trip is really a luxury. It is expensive. It requires that people leave their desks and their homes for some time and spend the necessary money and time the trip involves. It is quite a different task than it was five years ago.

A different strategy had to be adopted. The strategy that could best do the job was one offering reasons that would best justify the necessary expenditure of time and money.

The clue to such strategy is perhaps obvious. It is best expressed in the statement picked up at a convention of physicians. An eminent doctor said, "if the public realized the part played by nervous

tension, over-work and worry in causing diseases to the digestive system and high-blood pressure there would be more vacations and fewer hospital visits."

Here was a dramatic story. So that theme was adopted.

One headline read: "What a Difference Three Weeks in Southern California Can Make." One illustration shows a man healthily tanned, apparently having been out on the desert. The copy talks about the benefits of the winter vacation: "A winter vacation is more than fun, it is a good investment, one place to invest some money where it can't be taken away from you, unique recreation opportunities in Southern California—you will return with better health—the cost was never so low."

The strategy in this case took a liability—the depression, and, with the added inducement of drastic reductions in cost, turned it into an asset, justifying the time and money for the trip on the grounds of better health, better work and better enjoyment of life. Tourist arrivals in the South last year were only 4 per cent under 1929.

Another travel campaign whose strategy is rather obvious is that of The Dollar Line. In the prosperous days, copy was used featuring the glamour of travel around the world—a diary of a round-the-world traveler. The trip, at that

time, cost \$1,250. The copy was in keen competition with Atlantic travel advertising, and, therefore, featured the attractions of the Orient. The aim was to develop more travel, more round-the-world travel, more Oriental travel, more travel on the Pacific as against the Atlantic.

However, with the coming of the depression and the decline in all travel and the natural impossibility of reducing the volume of the product—number of ships, number of rooms—it became necessary to lower the price. Therefore, the price was made a big feature instead of Oriental attractions. The fare was reduced to \$759. The Dollar Line subtly compared its service with that of other lines. The destination was given less importance.

One of the big things people wanted, they reasoned, was to get away for a complete rest and change for three months. This point was given preference in the copy. Results proved the soundness of this strategy. The volume of travel on Dollar liners during that three-month period was greater than during any three-month period in their entire history.

* * *

In California prunes will be seen some other interesting problems which required quite a little study of advertising strategy. It might be interesting to know that 85 per cent of the world's supply of prunes is produced in California. Some 200,000 pounds, or normally about half, are exported.

The industry has been very much depressed. Studies of the food consumption habits of people in this country show that 62 per cent of the prunes are eaten for breakfast. That is by far the most important meal so far as prunes are concerned.

Stewed prunes carry the bulk of consumption. In rural districts consumption is three or four times greater than in urban communities. Facts reveal that the healthfulness of prunes is very widely appreciated but they are considered commonplace. On the surface, therefore, the strategy to be followed might be argued this way:

"Well, if people know that prunes are healthful, if that is why most people say they eat them, if 90 per cent are eaten stewed, then every ad or two should feature stewed prunes for health. If consumption is largest in farm areas—press our advantage there and advertise in farm papers where the going seems to be easiest."

Some Resistances That Had to Be Met

However, analysis of consumption habits reveals certain resistance that had to be overcome. The average consumer, it was found, thought that prunes were very monotonous and a surprisingly large percentage said they didn't like prunes. The feeling was that prunes were ordinary and cheap. Women thought that they were very hard to prepare. Prunes had to cook overnight. It took a long time. Others thought they were flavorless. Nearly everybody, however, thought they were good for you.

All these negative thoughts can be overcome by strategy. As for monotony, that can be overcome by showing prunes not simply stewed but put to a variety of attractive uses. We don't feel that we can get people to eat prunes every day in the week, but we do believe that probably a great many people might be induced to eat stewed prunes for breakfast and prunes stuffed with cottage cheese for salad the next day at luncheon, perhaps prune pie the next night for dinner, and perhaps prune muffins the next day at tea.

Prunes in the daily diet several days a week or several days a month can be put over much better by featuring variety rather than by merely talking about stewed prunes. As for their low cost, it is possible in advertising to make thrift a matter of pride rather than shame. People can be shown how to prepare prunes in an hour. They can be shown that prunes are not flavorless when they are properly prepared. The health side of the story should be carried on, but the delicious side should be brought out also.

So strategy in the prune adver-

tising has been aimed to do a number of things and, at the same time, to glorify prunes. It got away from humble "stewed prunes," and called that dish "Compote of prunes." It illustrates smart people and attractive dishes. There is no fruit more delicious than the California prune when properly prepared. One series of advertisements in color features the appetizing qualities and suggests ways to use them. Another series of black-and-white advertisements alternates and leads off with the healthful features and ends up with a brief mention of the uses.

The Problem of the Date Industry

The date industry has offered a very different problem. The strategy adopted has little to do with advertising. There is imported into this country every year between fifty and sixty million pounds of dates. California has never been able to sell its thirteen million pounds. About a year ago this industry came to us with the idea that the solution to this problem must be in educating people to appreciate California dates. Therefore, a study was made of its whole market set-up, their packaging, their grading, their branding, their selling. From this was secured a large volume of statistics from which the strategy was determined. The California dates up to that time had been sold entirely through groceries. They had some sixty to sixty-five brokers throughout the country who also handled dried fruits, walnuts, lima beans and other staple articles of large volume. These brokers were being asked to handle a fancy speciality that needed a lot of nursing and missionary work, and there was not enough volume in it to support so many concerns. They had three brands, twenty-two grades and twenty-two different packages. A thoroughly involved set-up indeed.

The basic strategy finally recommended was to divide the dates into two main classes, one of which was to be a fresh fruit and the other a dried fruit. The fresh fruit was put up like cherries and strawberries, something that couldn't be

put back on the shelf. There is rather an interesting little side-light here. These open packages caused quite a lot of pilferage. The desire was to carry out the idea of fresh fruits. These are the dates that are picked off the tree. They are perfect, they are ripe, they are ready to eat. So, to prevent pilferage, the package was covered with transparent paper.

There is another grade of dates which is a little bit dry, but which, after steaming tastes just as good. This grade was name "Hydrated" and put up in a type of package to compete with the imported dates in grocery stores. Thus there was a grocery item "hydrated dates" and a fruit item "fresh dates."

All the brokers were released, not because brokers aren't good distributors, but because the total possible volume did not justify them in doing all the missionary work and development work necessary to introduce such an item. Instead, the best fresh fruit jobber in each of the large markets was selected and to him was given the exclusive distribution of this line, to fruit markets and stores. Under their contract those fresh fruit jobbers could sell only to the fruit departments of grocery stores or to fruit stores in their territories. They must not sell to the grocery departments of grocery stores or to confectioneries.

Wholesale Grocers Given Exclusive Franchises

The hydrated package was used to compete with imported dates which were sold as dried fruit. An exclusive wholesale grocer was given the exclusive franchise to develop his market, selling only to the retail grocery trade. He was willing to do this because he had the entire business.

The important strategy in this case was the packaging and the selective method of distribution. It is too early to give any final conclusion because the season has only recently opened, but I will say that for the first two months of this year, the sales were larger than in any previous four months.

Now, just one more. Wallhide paint has one of the most success-

ful stories of the depression. This product is manufactured by the Pittsburgh Plate Glass Company.

Wallhide paint was perfected in 1931 and brought out, I think, in December of that year. I can't imagine a worse time to launch a new product. People were hard up, not buying, and not wanting to paint their homes. This paint costs more than almost any other paint in the field. Dealer credits were bad. To make matters more difficult, the process of making the paint was a secret one, and couldn't be explained to the advertising agency or the advertising department. It was, however, described in a vague way and a name coined for the process—"Vitalized Oil."

This paint, it was explained, when put on a piece of paper, will not leave an oil ring. That is, the oil will not spread around the paint. To prove positively how different Wallhide was from ordinary paint, small testing outfits were mailed to people who sent in coupons. They were asked to put a drop of Wallhide and a drop of ordinary paint side by side on a piece of wrapping paper and see for themselves the difference.

Still More Important Features

However, a study of the product revealed other features that seemed even more important to advertise and emphasize. This new paint would dry in one day, so the central advertising theme was "One day painting now made possible by new Vitalized Oil called Wallhide." For illustration, photographs were used which were really cartoons of the headline. Painters were shown in one picture moving in at 8:30 in the morning, and in a parallel picture the furniture and family back in their newly painted room by evening.

This is a fine example of an advertising strategy which employs all the tricks that are possible. They were all dug out and used. I am told that between two and three thousand new dealer accounts were secured in spite of the poor credit of hard-hit merchants. I am told that 55,000 people wrote in and got

the spot-testing outfit. Some 65 per cent were turned into customers. I was told also that in a year when volume of paint business declined 50 per cent, the sale of Wallhide in the last few months showed an increase of 40 per cent, an astounding story in times like these.

Price Strategy Won't Last

In looking over these different forms of copy strategy, package strategy, merchandise strategy, the recent trend seems overwhelmingly toward price strategy. Possibly this is being overdone, not so much by Pacific Coast and national advertisers but more by our retail advertisers. It seems to me that the effectiveness of price strategy must soon wear out. The public must be getting calloused to continual sales—birthday sales, reorganization sales, and liquidation sales. Perhaps we are passing from the period of "something for nothing" and the public is again learning "you get about what you pay for."

The next stage, now developing in some retail advertising, is not simply price, but "quality and style at prices that are very low." Finally, we will get back to more emphasis on quality and style.

In viewing some present-day advertising, you would think the only buying motive was price, that advertising had lost its use as a means of creating new wants, new desires, making people dissatisfied with the old and anxious to possess the new. For the greatest advertising successes the best strategy is improvement in product where that is possible.

Wallhide is a splendid example of improvement in both product and advertising. The automotive industry, with its wonderful improvements in merchandising, has given advertising an opportunity to make us want to try its new creations. There has been a magnificent effort to overcome the forces of depression.

Advertising will eventually get back to its main job, that of creating new desires—talking about something besides cheapness.

A major market like **OBSERVER CITY** is manna to the wise salesmanager.



OBSERVER CITY That's it! The shaded portion of the map of Hudson County, New Jersey Observer City, 17th city of America in point of population Many dealers to sell thru 384,033 population to sell to.

If you want to beat last year's sales record come into **OBSERVER CITY** thru the Jersey Observer's columns. . . .

In **OBSERVER CITY** there are more grocery outlets, more drug stores, more automobile owners, and more one family homes than in any other section in Hudson County. . . .

Jersey Observer

OFFICES

HOBOKEN . JERSEY CITY . UNION CITY

National Representatives

GILMAN, NICOLL & RUTHMAN

New York

Boston

Chicago

Detroit

San Francisco

Gorham Campaign to Stress Sterling

Patterns, Which Have Been Favorite Themes of Silverware Advertising, Become Incidental

WITH a space appropriation 65 per cent greater than in 1932, The Gorham Company is opening its 1933 advertising campaign with "Sterling," not merely "pattern," as its theme. The campaign focuses on selling the idea of owning Sterling and points out in the copy how the company's position in the field makes it possible for a woman to make a modest start on her silver service in the pattern that pleases most and build it up gradually by adding pieces later.

Advertisements illustrate twenty-six patterns among which the woman may find the pattern she wants for her service and explain that the company's Sterling "cost no more."

Special care is being taken in linking up advertising and sales activities as illustrated by the following excerpts from a letter sent to salesmen:

"The 1933 advertising is 'something new in Sterling copy.' Absorb the points in this copy—it builds Gorham individuality—distinctiveness. . . .

"Show these advertisements to your dealers—read the copy to them . . . don't be satisfied with a mere general comment, 'Yes, that's a good looking ad' . . . make sure they know the power and selling force of this advertisement . . . emphasize the continuity resulting from monthly insertions throughout the year . . . point out

that 7 per cent of marriages take place in August . . . that Gorham Sterling is a year 'round seller,

Why you should own Gorham Sterling

Reasons Gorham creates and Gorham creates something new every day.

Reasons each Gorham Sterling pattern is so different . . . the original design of the most famous silver in America . . . and just now reflecting a finished perfection in beauty of line . . . proportion . . . design . . . detail . . . setting.

Reasons Gorham designs are the outstanding features . . . chosen by more people and just.

Reasons all Gorham patterns are only one price . . . every article, every piece, at its artistic level.

Reasons in Gorham Sterling you can meet with a lifetime . . . a lifetime . . . at a complete service.

Reasons in Gorham Sterling every piece can be obtained in full in any part of your service . . . because Gorham Sterling is a finished work from start to finish . . . Gorham Silverware is handmade with each for every pattern.

Reasons silver in America has been made a service to you . . . and yet Gorham that has come to mean the industry world.

Reasons silver in all America has come of a wonderful long story of Gorham Sterling from its birth.

Reasons, generally, every good service to a Gorham silverware and one of them will do for you . . . Gorham patterns, without other than its own past.

Gorham
The Gorham Company
Sterling Silverware
AMERICAN LEADING SILVERWARE MANUFACTURER OF SILVERWARE IN
STERLING SILVER, SERVICE A HOME, SPECIAL OCCASIONS SILVERWARE.

not a seasonal line . . . that Gorham is helping dealers by shooting strong advertising messages at the quality market and the best of the mass market . . . a powerful steady, aggressive advertising force back of every Gorham dealer . . . the advertising story is powerful . . . a great part of its immediate success is in your hands . . . you can use this as a big weapon—staging it, selling it to your trade . . . plug it to the limit as you would any other good news . . . it will pay dividends."

Ellender Has Own Service

Raphael Ellender, previously art director of Bloomingdale's, New York, now has his own advertising and sales promotion service at 313 W. 74th Street, New York.

Advanced by "Forbes"

A. B. Elworthy, for several years in charge of advertising in the Detroit territory for *Forbes*, has been promoted to advertising manager of the Middle Western territory.

• MAN, we want to buy **SALES**

YES, Sir, we understand you. You mean that printing is just a means to the end—good printing of course, because that is essential, but you want the printing to pay for itself in Profit from the merchandise it sells. Well, Sir, that is the way we look at it. Our plant (one of the really big ones), is equipped to effect short cuts on any conceivable kind of printing (Sure, that keeps the costs down.) Then, we have a merchandising and advertising department to plan a yearly campaign, with ideas, copy, art, and engravings (or just a mere blotter design). Oh, yes, we've done it—are doing it today—getting profitable sales for our customers. Let them tell you about it, but first let us tell you how we are doing it, and how we can do it for you.

The phone is handy.

ISAAC GOLDMANN COMPANY

PRINTING OF EVERY DESCRIPTION

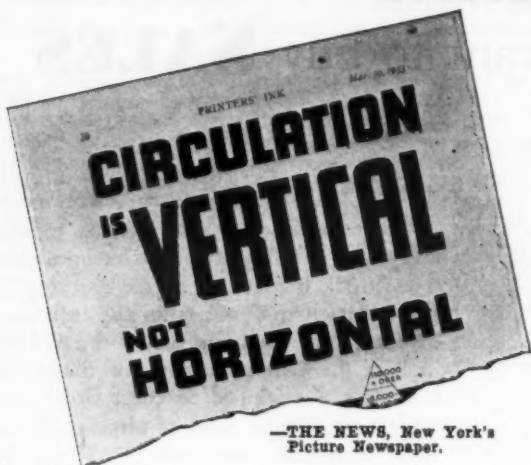
FOUNDED 1876

80 LAFAYETTE STREET
New York, N.Y.



TELEPHONE
Worth 2-6080

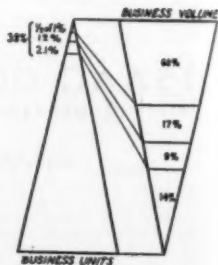
But Mr. McGivena—



*It's different
in the business
market!*

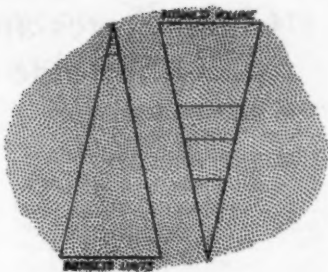
1

To be sure the buying power is so concentrated the chart looks like this



2

Some circulations reach the market like this see, a lot of coverage isn't even business coverage.



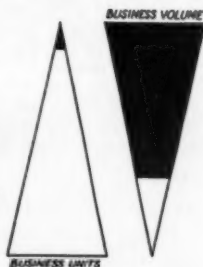
3

A few go at it like this . . . all business, but pretty much scattered from cellar to garret.



4

But The Business Week concentrates where the numbers are fewest and the buying power the greatest like this



And that goes for advertising, too. The same degree of concentration exists in the calibre of business man as well as in the size of business. More of that later. *Is it any wonder The Business Week is Primary for Business?*

THE BUSINESS WEEK Primary for Business

Chain Stores and Saloons: The Other Side of the Case

H. KOHNSTAMM & Co., INC.

NEW YORK

Editor of PRINTERS' INK:

I want to take issue with "The Little Schoolmaster" on his claim made in the April 6 edition of PRINTERS' INK, that the chain-store system of retail distribution has made, or will make, the saloon extinct.

There are still some who will argue that the saloon died with the birth of prohibition and must never be reborn under the "new deal." They blind themselves to the fact that the saloon is still with us, multiplied tenfold, under the name "speakeasy." The mahogany bars, the brass rails and the copious cuspidors are still very much in evidence and have been all during the years of the "noble experiment."

The chief difference has been in the quality of the liquor which was generally bad, the sanitation which was usually worse, and the patrons who were usually younger and dizzier, than in the days of the old-fashioned saloon.

There is one very important characteristic of the saloon which the Schoolmaster, and doubtlessly a great many others, overlook and

which accounted for much of its popularity. It was the conviviality and good-fellowship which characterized the groups foregathered there. It was the poor man's club where he met his brother on a common ground in an environment that was exclusively masculine.

There was not the distracting influence of feminine fripperies so freely displayed in the modern speakeasy as someone's darling daughter passed out. He could do serious drinking and discuss the problems of the day without having to dwell on the charms of some alluring little blonde a trifle "tight." In fact, his domain was seldom invaded by other than the Salvation Army lass.

No, Little Schoolmaster, there is and perhaps never will be any real substitute for the saloon. I am afraid it will be with us in one form or another as long as men are men. I for one will be glad to leave the speakeasies to the women and children and revive old friendships over a seidel of real lager . . . a good old-fashioned schooner across a legitimate bar.

N. R. HOFFMAN,
Advertising Manager.

Whale with Nekoosa-Edwards

R. G. Whale has joined the Nekoosa-Edwards Paper Company, Port Edwards, Wis. He will assist in fine paper development and in promoting sales and advertising. Mr. Whale was recently with the Butler Paper Corporation, Detroit, as secretary in charge of sales promotional work.

Ferrell Has Own Business

W. R. Ferrell, previously advertising manager of the *Bystander*, Cleveland, has started his own business at that city as merchandising and advertising counselor. He was formerly with the Fairchild Publications, New York.

New Pittsburgh Business

John B. Meagher, until recently with the research and merchandising staff of the Pittsburgh Press, has organized the Market Survey Company. Offices are in the Investment Building, Pittsburgh.

Chamber of Commerce to Meet

The annual meeting of the Chamber of Commerce of the United States will be held at Washington from May 2 to 5. A round table conference on the subject of readjustments in distribution, with Jesse A. Bloch, vice-president of the Bloch Brothers Tobacco Company, as chairman, will be a feature of the sessions on May 3.

New Accounts to Doremus

The Excess Insurance Company, New York, has placed its advertising account with the New York office of Doremus & Company, advertising agency. The Shawinigan Water & Power Company, Montreal, has also appointed Doremus to direct its advertising.

Made Manager of KJR

Birt Fisher, manager of Station KOMO, Seattle, in addition, has been appointed manager of KJR, of that city.

Small Advertisements Need Lots of Breathing Space

Concise and Short Copy Combined with Legible Typography and Simple Layout Are Essential

BRIGDEN-LIMITED
TORONTO, CANADA

Editor of PRINTERS' INK:

We would appreciate your sending us a list of articles that have appeared in your magazine on the construction of small advertisements for newspapers or magazines.

G. G. BRIGDEN.

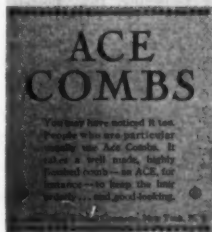
THE last two years have seen a re-awakened interest in small space units on the part of advertisers who believe in the importance of the consistency of advertising effort and whose funds have been seriously restricted. They have been faced with the alternative of cutting out all advertising, drastically rearranging schedules or reducing space units to fit the appropriation.

The greatest danger that faces a manufacturer who gets into small space problems is that he will try to adapt too literally the principles of large space layout to his new units. It is often hard to convince him that many times the proportion of white space in a small ad should

be greater than he is accustomed to in pages or spreads.

The best small advertisements are those that are uncluttered by too much illustrative material or too much copy. Copy has to be boiled down to the irreducible minimum consonant with delivering a decent selling message. It requires skilful writing and cutting to create a real selling message within the limits of the few words that small space will hold. That the problem is not insurmountable is indicated by the excellent results that have been obtained by a number of manufacturers who have used small units consistently over a period of years.

The illustrative problem is equally complicated. Some advertisers have endeavored to use pictures of their package and have employed the simple expedient of having a photograph made and then reducing the photograph to an inch or an inch and a half in depth. Un-



Uncrowded copy and illustrations that attract attention characterize good small-space advertisements

less the package is particularly designed for long visibility, this process just won't work. By the time the reduction has been made and the halftone is printed, the result is an illustration which cannot be understood unless viewed through a reading glass.

The better method of showing the package is to have a black-and-white illustration drawn in which everything is simplified so that only the main elements appear. This can then be reduced to very small size and yet present a legible and recognizable replica of the container.

In many cases the poster technique is the most satisfactory for both illustrations and layouts in small ads. Simple, bold illustrations, highly legible lettering, the elimination of any conflicting elements, the rendering of pictures in techniques which adapt themselves to good reproduction in small size; all of these are essential in plan-

ning well constructed small advertisements.

Typography is particularly important in meeting the problems presented by space less than three inches deep. Assuming that the copy has been cut drastically, it is still highly essential that it be legible. This requires a study of type faces to find those that are the most readable in the smaller sizes. Certain faces are not only easily readable when small but also condense many words in limited space.

It is always well to bear in mind that in most instances the small space advertisement has competition from two sources: First, from the reading matter and, second, from competing advertisements of similar size. Therefore, the most successful small space advertisement would be that which is a unit in itself, attractive, legible and employing enough white space so that it stands out like a little gem on the page.—[Ed. PRINTERS' INK.]

New A. N. A. Members

Four new members have joined the Association of National Advertisers, Inc. The companies and their representatives in the association are: Cannon Mills, Inc., Daniel E. Sullivan, advertising manager; International Nickel Company, T. H. Bissell, advertising manager, and T. H. Dauchy, assistant sales manager of the Monel metal and rolled metal department, associate member; Charles B. Knox Gelatine Company, James E. Knox, vice-president and treasurer, and the Shell Petroleum Corporation, St. Louis, Paul Ryan, manager of the sales promotion and advertising department.

Appoints Tyson-Rumrill

Tyson-Rumrill, Associated, recently formed Rochester, N. Y., branch of O. S. Tyson and Company, Inc., New York, has been appointed to handle the advertising of the Bausch & Lomb Optical Company's instruments for industrial, educational and scientific purposes. Hughes, Wolff & Company, Inc., also of Rochester, continues to handle the advertising of Bausch & Lomb's other products.

With "Management Methods"

Harry K. Goodall has been appointed classified advertising manager of *Management Methods*, returning to a position which he filled for eighteen years when the publication, formerly *System*, was published by A. W. Shaw & Company. He will make his headquarters at Chicago.

"Brewing Industry" Changes

The interests of the Quinn-Brown Publishing Company, publisher of *Wire and Wire Products*, and Brewing Industry Publications, Inc., have been consolidated.

August J. Fehrenbach continues as editor-in-chief and publisher of *The Brewing Industry* and, in addition, will be in charge of advertising sales in the Eastern territory. H. R. McMahon continues as promotion manager and advertising representative in the metropolitan area.

Offices of *The Brewing Industry* have been moved to those of the Quinn-Brown Company, 17 East 42nd Street, New York.

Has Burrowes Account

Badger & Browning, Inc., Boston advertising agency, has been appointed advertising counsel by The Burrowes Corporation, Portland, Me., Burrowes Rustless screens, pool tables and card tables.

Appoints Ruthrauff & Ryan

The Seinsheimer Paper Company, Cincinnati, Clopay window shades and other paper specialties, has placed its advertising account with the Chicago office of Ruthrauff & Ryan, Inc., advertising agency.

Death of E. E. Vreeland

Edward E. Vreeland, president of the Vreeland Advertising Press, New York, died last week at White House, N. J., aged fifty-eight.

"Our buyers should hear this story so their stocks will be in shape for our Guild Sales."

—Said the President of a large Department Store.

"Our merchants have agreed to spend their own money to advertise."

—Said the Secretary of an up-and-coming Chamber of Commerce.

"It's the best and livest plan I've ever heard of. We will cram our windows with household specialties and cards. We will use big newspaper space."

—Said another retail merchant.

Active, enthusiastic dealer-cooperation is an assured part of The Screen Guild plan which offers you look-and-listen prospects at less than the price of a postage stamp on a pay-per-person basis.

Any plan that can inspire Dealers to *do* things is worthy of investigation!

The Women's Screen Guild, Inc.

205 East 42nd Street

New York

Telephone MUrray Hill 4-3440

New Cycle for Bicycles

Revival of Two-Wheeler, Begun as a Hollywood Fad, Begins to Take Hold on a Nation-Wide Basis

By P. H. Erbes, Jr.

It won't be a stylish marriage—
We can't afford a carriage,
But you'll look sweet upon the seat
Of a bicycle built for two.

EXACTLY how or why began the renaissance which recalls (with a flood of sentimental nostalgia) this lyric chant of other days, nobody knows. The bicycle manufacturers don't really care. The one fact which looms important to them is that women's bicycles are being shipped in solid carload lots for the first time in thirty years. Extra activity is being put into effect on men's models to meet an anticipated increase in demand.

Inasmuch as any quarter in which there is definite promise of an item's showing sales increases in 1933 is worthy of exploration nowadays, a charting of the course which has thus far marked the bicycle's new cycle is in order. For it is accepted by alert merchandisers, both among manufacturers and those selling at retail, that the bicycle business is going to be bigger this year than it has been in many a day. How much bigger is something else again. But it is going to be bigger.

The bicycle's first step (or should one say pedal?) on the comeback road was taken, apparently, in Hollywood. Perhaps it sprang from a bit of smart promotion on the part of some dealer. Maybe the reducing idea had something to do with it. Or possibly it

A recent newspaper advertisement by Altman's on what to wear on a bicycle recognizes the new interest in this vehicle

was a manifestation of the not too latent urge of the movie star to occupy maximum area in the roto-gravure sections. Probably, however, the only explanation that will ever be reached is that it just started and there you were.

The bicycle cropped up next in San Francisco, where the society folk have taken it up as a sport in a large way. It percolated, as such things will, down toward the masses and there have been bicycle festivals and a six-mile bicycle course has been laid out in Golden Gate Park.

Meanwhile, the bicycle vogue in Bermuda began to infect the New York vicinity. The ladies in

H. ALTMAN & CO.
10000 100th St., Richmond, BC V6V 1C1
Tel: (604) 273-1111

Bermuda's beloved led to swooping the colors... Almost like the legend for smart enhancers AND the brilliant colors for smart thinking.

That's, we explore you, try to make the friends. Like the house, it's hard to say, no matter who enters thirty days of transpiration are in. The young color the grass around it beginning to the last of the growing season on bicycles in the sunny fields, no neighbors' houses, no studies and such. It's a bed... it's fun... it's healthy. We have the bicycles in our Spinning Goods Department—and the clinics in our Spontaneous Dispensary. Go going with the last one as your catalyst (we're not even receiving bids for Fido Autos)—[p]

The Columbia Supply Roll
was closed again 27:50

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Westchester County began pedaling themselves back and forth from clubs and social engagements. Altman's took recognition of the trend with a full-page style promotion advertisement, headed "Bikes Are Back" and featuring the proper things in bicycle riding clothes. The idea behind the advertisement was principally a matter of institutional value, but the store reports that a number of bicycle sales were made the next day.

A Two-Seater with Love Interest

From New York bicycling has found its way inland. While widespread acceptance of tandem cycling is probably rather far in the future, the following observation is worth citing, at least in support of the resurrection of the verses quoted above. In a Chicago suburb just a week ago a young man and young woman were observed in the company of a shining new two-seater. It is true that, for some unknown reason, they were pushing the vehicle at the time. But it was an authentic, recently bought tandem; and the love interest was there. "Daisy, daisy, give me your answer do. . . ."

To meet the new interest in bicycles, several leading factors in the manufacturing and retailing fields are taking promotional steps. Prominent among these is Montgomery Ward & Company, which for many years past have been a leading seller of bicycles, chiefly, of course, to the younger generation. Marshall Field & Company are planning considerable promotion on bicycles.

The Altman advertisement placed that organization squarely on record as believing that, "Like the horse, it is here to stay, no matter what other forms of transportation are in, too." And with a perhaps significant conservatism, it adds, in discussing the suburban adaptability of bicycles, "We're not recommending bikes for Fifth Avenue—yet."

Current activity is most pronounced on the Pacific Coast. In Oakland, Calif., for example, co-

operative newspaper advertising is being used by a group of bicycle sellers and renters. Under a group message on the health value of cycling each of the individual participants presents a separate piece of copy on his merchandise or service.

The fad element has obviously had a great deal to do with the progress of the bicycle to date. There are more practical reasons, however, for a broader and more lasting acceptance.

Chief of these is the transportation angle, to which, for certain purposes, the bicycle is admirably fitted. The bicycle is economical transportation, low in first cost and having practically no operating expenses. It offers itself as a solution to the two-car problem in the suburbs for families where reduced budgets are in order.

The commuter who lives a mile or so from the station can hop on his bicycle, pedal briskly down to the 7:32 and park his metal steed at the station against the evening's return. Thus, the little woman has the car at home for use in facilitating shopping, golfing, losing at bridge, etc.

It can also be worked vice versa where the head of the family is the head of the family in fact, as well as title, and wishes to drive the car down to the office. This application is already in use, in one form or the other, in North Shore suburbs of Chicago.

In the smaller cities and towns, the bicycle might well lend itself to considerable use as a means of traversing the entire distance between home and place of business.

Low Cost Makes Them Popular in Europe

It is interesting to note, in this economy connection, that for years bicycles have been in much wider use in Europe than in this country. In Great Britain approximately 7,000,000 bicycles are in operation, a similar number in France and large numbers in other countries, while in the United States there are about 2,000,000 bicycles in use, with yearly sales approximately 200,000 units. Geographical con-

siderations have something to do with this, but low cost is also an important factor.

Lowered incomes may well inject activity into the large potential market here. Even apart from the original cost of an automobile, the tax element has become no small burden. There are State license taxes, local wheel taxes, Federal tax on automobile sales, tires and oil, Federal and State taxes on gasoline, which in some places add up to 7 cents a gallon.

There is no tax on leg power. And the parking problem is at a minimum of cost and inconvenience with the bicycle.

Another point of potential consumer interest in the bicycle is the matter of sport and exercise and this factor is prominent in the renewed acceptance that has occurred up to the present. The bicycle is a good means of recreation for small town and country use. It doesn't even eat oats. One hears of city people who plan keeping bicycles at their country retreats for week-end outings. The ever-present feminine problem of keeping the hips in control might also work out in the form of votes for cycling.

"We believe that the revival of the bicycle will develop on a logical basis," says Paul M. Ham-maker, retail sales manager of Montgomery Ward & Company.

"Bicycling will probably increase in popularity (although we don't pretend to know how much) in localities where bicycle transportation is safe and pleasant. Obviously on Fifth Avenue and Michigan Boulevard it will never be either of these. But in certain fairly large cities that have fairly wide streets, in the smaller cities and towns and in the suburbs the bicycle seems due for considerable gains."

Montgomery Ward is prepared to anticipate the renewed interest in cycling with something new in bicycles. Earnway Edwards, manager of the sporting goods department, proudly displays a gleaming new model which is to its predecessors what the 1933 automobile is to the 1932 vintage.

"We are planning to push bicycles aggressively in both mail-order and retail selling," says Mr. Edwards. "In addition to the four pages on bicycles and bicycle equipment in our regular catalog, we have just issued a special summer catalog, which features our new Hawthorne Super-Flyer. Our next catalog will give prominence to women's bicycles. Considerable bicycle advertising through our retail stores is also planned."

The last depression it was automobiles that led us out. This time will footwork turn the trick—on bicycles?

Printing Exhibit to Open

Maurice H. Needham, president of Needham, Louis & Brorby, Inc., advertising agency, will be the guest speaker at the formal opening of the seventh annual exhibit of fine printing sponsored by the Society of Typographic Arts, Chicago. The exhibit opens on the evening of April 25 at the Newberry Library. Mr. Needham's subject will be: "Making a Work Horse Out of the Poor Advertising Man."

Haupt Joins Macfadden

William A. Haupt, until recently with Futura Publications, has joined the Macfadden Publications, New York, which purchased and is now publisher of *Movie Mirror*.

Mars to Kastor

Mars, Inc., Chicago, confections, has placed its advertising account with the H. W. Kastor & Sons Advertising Company, of that city.

To Start "Tiny-tot Time"

Tiny-tot Time, a new monthly magazine edited for mothers of young babies, will be published by the Harrison Toler Company, of which John Harrison Toler is president, within sixty days. Type page size will be 4 5/6 by 7 inches. Offices are at 624 South Michigan Avenue, Chicago. Fred H. Carpenter & Associates, Chicago, have been appointed advertising representatives.

Wolfson Starts Own Service

William Wolfson, at 1 Madison Avenue, New York, has organized a sales promotion and business service under his own name. He had been with the Ardee Service, Inc., a subsidiary of the Circular Letter Service.

Appoints J. E. West

Modern Living Magazine, New York, has appointed J. E. West, Chicago publishers' representative, as its Mid-Western advertising representative.

Win Ayer Typography Awards

AMONG the nine winners in the third exhibition of newspaper typography, sponsored by N. W. Ayer & Son, Inc., the New York *Times* was awarded the Francis Wayland Ayer cup for typographical superiority.

In all 1,386 dailies were entered. First honorable mention among newspapers up to 10,000 circulation went to the Chambersburg, Pa., *Public Opinion*; second to the Adrian, Mich., *Daily Telegram*, and third to the Peoria, Ill., *Transcript*.

First honorable mention among newspapers of 10,000 to 50,000 circulation went to the Rockford, Ill., *Register-Republican*; second to the

St. Petersburg, Fla., *Times*, and third to the Hartford, Conn., *Courant*, which won the cup in 1932.

The New York *Times* was in the group of newspapers of 50,000 and more circulation, winning first honorable mention. Second honorable mention went to the New York *Herald Tribune*, which won the cup in 1931, and third honorable mention to the Cleveland *Press*.

Fred W. Kennedy, manager of the Washington Press Association, Marlen Pew, of *Editor & Publisher*, and Fred Fuller Shedd, editor of the Philadelphia *Evening Bulletin*, constituted the jury of awards.

With Cleveland Container

Fred B. Jacobs has joined the abrasive division of The Cleveland Container Company, Cleveland, as general sales and advertising manager. He was formerly editor of *Abrasive Industry*, Cleveland, a position which he held from the founding of the publication in 1920 until 1932.

Carr with Devinne-Hallenbeck

John J. Carr is now with the sales division of The Devinne-Hallenbeck Company, New York, printing. He was formerly with Charles Francis Press, New York, and, more recently, was with Birge, Grandbois & Company, Inc., also of that city.

I By concentrating your advertising on the NATION'S BUSINESS audience, you are putting your sales effort against a market of a quarter million business men who can buy - are buying, and will continue to buy throughout 1933.

Advertising's Review Committee to Function This Way

It Stands Ready to Settle Disputes Between Advertisers but Each Case Must First Be Referred to National Better Business Bureau

THE advertising review committee, formed by the Association of National Advertisers and the American Association of Advertising Agencies, has announced the plan of operation which will guide it in its effort to improve the self-regulation of national advertising.

The advertising code, previously adopted, as reported in *PRINTERS' INK* for May 26, 1932, forms the basis of the plan. Consideration of complaints involving this code will be eligible for review only if the complaint has first been referred to the National Better Business Bureau for investigation and only if the Bureau has failed to adjust the complaint in accordance with the code.

If an advertiser, against whom allegations are made, acknowledges a violation of the code and gives assurance that the violation will not be repeated, the investigation is closed.

If the advertiser complained against declines to submit any information or to recognize and cooperate in the investigation, the Bureau will proceed to develop the facts independently.

When the Bureau Thinks Complaint Unjustified

If after obtaining these facts the Bureau decides the complaint is unjustified, it will so inform both parties. The complainant may then appeal to the review committee for a hearing if he disagrees with the Bureau's decision.

If the advertiser complained against disagrees with the Bureau's recommendations, or if he ignores the investigation, the Bureau will invite him to make application to appear before the review committee for a hearing and an opinion as to whether the complaint and the Bureau's recommendations are justified.

If he fails to make application to appear before the review committee, or ignores the invitation to appear, the Bureau may issue a report informing national advertisers, advertising agencies, publishers and business executives generally of its findings, including a statement that the advertiser complained against was invited to support his position before the committee and had declined or ignored the invitation.

When Law Seems Violated

If the complaint seems to involve violation of the law, the Bureau may refer the matter to a law enforcing agency.

The Bureau reserves the right to decline to investigate any complaint which would involve abnormal expenditures in tests necessary to determine facts authoritatively, unless such investigations are separately financed by those interested.

The review committee's rules of procedure follow:

1. Application for review will be considered only on complaints involving alleged violations of the code adopted by the A. N. A. and the Four A's.

2. Application for a review will be considered only if the complaint involved has first been referred to the Bureau for investigation and only if the Bureau has failed to adjust the complaint in accordance with the code.

3. An applicant for a review must submit with his application a memorandum in which his principal arguments will be set forth. The Bureau will be required also to submit a memorandum setting forth its position and the reasons therefore. Twenty duplicate copies of these memoranda must be furnished.

4. The time and place of any

hearing granted by the committee will be at its option.

5. All parties appearing before the committee must agree to these "Rules Governing Hearings."

6. All parties appearing before the committee are required to sign an agreement in which they release the committee of any and all liability in connection with the hearing and the decision and opinion rendered by the committee and any publication thereof.

7. The committee reserves the privilege of making its decision at the hearing or at some future date.

8. Copies of the decision and any opinion pertaining thereto shall be given to all parties to the hearing, and may be made public at the discretion of the committee.

9. Seven members shall constitute a committee quorum.

10. No member of the committee shall render any decision or cast any vote at any hearing in which he or his firm or any subsidiary of his firm has a directly competitive interest in the practices complained against.

The members of the Advertising Review Committee are: Ralph Starr Butler, General Foods Corp., chairman; Lee H. Bristol, Bristol-Myers Co.; Bernard Lichtenberg, Alexander Hamilton Institute; Ken R. Dyke, Johns-Manville Corp.; Stuart Peabody, The Borden Co.; Raymond Rubicam, Young & Rubicam, Inc. and J. K. Fraser, The Blackman Co. Also, William H. Johns, Batten, Barton, Durstine & Osborn, Inc.; A. W. Erickson, McCann-Erickson, Inc.; H. S. Gardner, Gardner Advertising Co., Inc.; Louis Wiley, New York Times; Frank Braucher, Crowell Publishing Co.; Fred A. Healy, Curtis Publishing Co.; Edgar Kobak, McGraw-Hill Publishing Co., Inc.; John C. Sterling, McCall Co.; H. K. Boice, Columbia Broadcasting System, and George F. McClelland, National Broadcasting Co.

W. P. Booth with O'Dea

W. P. Booth, formerly with the Eckford Advertising Agency, Atlanta, has joined Mark O'Dea & Company, Inc., New York.

✓ CHECK THIS NEW MARKET

For 1933 Sales

Secure immediate Nationwide response from 12,500 SELECT Cottage Camp and Resort Owners, serving THIRTY MILLION PEOPLE.

By securing distribution in this market NOW when they are expanding for this season's operation you will not only benefit from your portion of the vast purchases being made, but at the same time establish YOUR TRADE MARK for their future requirements.

TOURIST TRADE is the only magazine giving COMPLETE COVERAGE of this rapidly developing Nationwide market.

300,000 Cottages—450,000 Beds, Millions of meals to be served! A vast diversification of products needed.

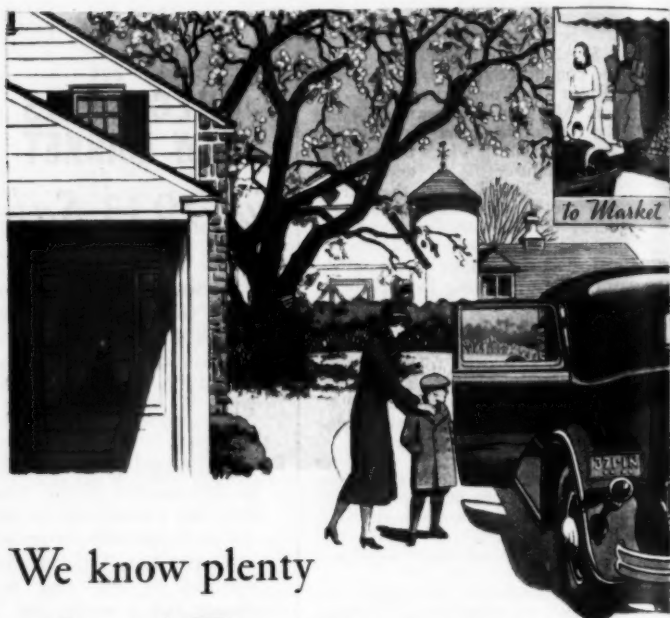
Be convinced. Get your copy of our recent Survey of new facts on this Giant Industry.

TOURIST TRADE

INDIANAPOLIS, INDIANA

Mark A. Selsor,
60 E. 42nd Street,
New York, N. Y.

L. M. Carroll
168 N. Michigan Ave.,
Chicago, Ill.



We know plenty
of good *Prospects*
for New Automobiles

Families reading *The Country Gentleman* own nearly one-twelfth of all the automobiles in this country. They drive their 1,750,000 cars harder and farther than most families, because they need a car in all their activities. Above average in needs and above average in buying power, *The Country Gentleman* car-owners offer an above-average replacement market to manufacturers who go after their business in 1933. Even in 1932, Country Gentleman families purchased more than 150,000 automobiles.

SURE prospects for new automobiles. Sure prospects for automotive accessories. During 1933, Country Gentleman families will buy almost 3,000,000 tires, nearly 900,000,000 gal-

lons of gasoline, and about 110,000,000 quarts of oil—just for their automobiles.

The automobile has meant much to Country Gentleman families—and they, in turn, have meant much to the auto-

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Phila



Country Gentleman automobiles are busy automobiles

mobile, for with their votes and dollars they have ceaselessly supported the road-building programs upon which the growth of the automobile industry has been so dependent.

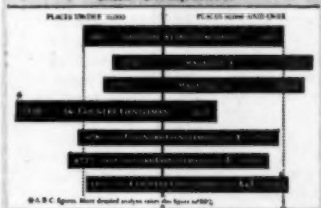
Forty per cent of all sales through automotive outlets are made in places under 10,000, in which Country Gentleman families are so influential. Above all, *The Country Gentleman Market* is a *Primary Automotive Market*. It represents more automotive prospects per thousand readers than any other publication of large circulation.

Heaping up more advertising indiscriminately against good and poor prospects alike in congested cities will not influence this substantial Country Gentleman market—86% car-owning, 70% home-owning. Make your advertising thoroughly national by including *The Country Gentleman*. Full pages every

month cost only 3½ cents (4-color pages, 4½ cents) per family per year.

If your product is one that most families can use or enjoy, *The Country Gentleman* should be one of the first three magazines in your advertising plan.

MAKE YOUR ADVERTISING BALANCE WITH SALES OPPORTUNITY



THE COUNTRY GENTLEMAN

FAMILY COUNSELOR TO MORE THAN 5,900,000 PEOPLE

KEY TO 40% OF NATIONAL SALES POTENTIAL

THE CURTIS PUBLISHING COMPANY

Philadelphia, Boston, Chicago, Cleveland, Detroit, New York, San Francisco

Salesman with Briefcase Like Hunter with Gun

This Hawaiian Reader Would Have Less Preparation for Selling and More Selling

AMERICAN FACTORS, LIMITED

HONOLULU, HAWAII

Editor of PRINTERS' INK:

Let me grab a few words out of the air to side in with E. J. Murphy on the article about "Should Salesmen Carry Briefcases on First Call?" [*PRINTERS' INK*, December 22, 1932] and ask if you ever heard of a hunter going out to shoot wild pigs and leaving his gun behind so that he could spot the pig runs on the first trip and then come back later and shoot? Down in this part of the country every now and then we get a chance to go out and shoot at, and sometimes get, wild pigs.

From the article about briefcases, it would appear that every sale should be preceded by some kind of a ballyhoo and "teaser" campaign before the real work of selling should commence. There are various definitions of sweet, sweeter and sweetest words in today's fight for business, but it appears that it can easily be summed up as follows:

There was a salesman who was traveling on another island, from Honolulu as his headquarters, and he had a boss who was inclined to write and wire rather long instructions on how to proceed with sales. Many and varied useless words were used in trying to tell this man how to close a sale for some tuna, and the salesman was instructed that he should wire back the result of the call on an important account. The wireless came in unsigned—"Toldem soldem."

As to a briefcase or anything else in that line—my firm belief for the last ten years, in selling various grocery items to the heterogeneous population composed of Japanese, Chinese, Filipino, Portuguese and various mixtures in these parts has been to get the presentation, facts, price and signed sale in just as

short a time as possible. If it is necessary to cut a sample, show them a picture, draw some lines on some butcher paper, outline the profit that they will make in case they buy my item, do all or more but get them to say "yes," and "I'll buy some."

In taking care of some of the various salesmen who come to the Islands from the Pacific Coast in selling some kind of item, I like to have the fellow state his case quickly, with as few side stories as possible, and get the whole proposition to me just as if it were shot out of a gun. A teaser campaign usually sets up an antagonistic vein in a great many people and why so many have an idea that this is the way to create interest is more than I can figure out. Tasting and seeing are more than 60 per cent of a sale in groceries and we encourage our salesmen to use samples whenever there is a sizable sale in prospect.

If there were only a few items in the wholesale grocery business instead of a few thousand, it would be much easier to sell. A talkie of a machine in action, projected by a small portable outfit could almost sell without a word from a salesman, but just try to sell a dealer a bill of groceries, with butter, eggs and cheese along with it, against the keen competition that we have in Honolulu and you can see that you need all of your guns and ammunition on the first call, and don't dare leave a thing behind as the next fellow will get it if you fail.

F. L. BELLOWES.

With Marvin Envelope

Earl E. Miller, for the last six years Chicago sales representative for the McGill Paper Products Company, Minneapolis, is now serving in the same capacity for the Marvin Envelope & Paper Company, Chicago.

Pabst Beer Plans

FOR the time being beer advertising programs must of necessity be administered on a flexible basis and develop in a gradual manner, declared Marvin Harms, advertising manager of the Premier-Pabst Sales Company, in a talk before the Chicago Advertising Council last week. And, in his opinion, brewers' copy under the new order of things will be in marked contrast to much of the pre-war advertising in that it will maintain a plane of dignity similar to that of any other grocery or drug store item.

"We plan to do plenty of advertising on Pabst beer," said Mr. Harms, "and we plan to do it on a national basis. But distribution is still a big question mark and we shall spend advertising money only when there is a reasonable expectation of getting a good dollar's worth back from it.

"Aside from the difficulty of supplying the existing huge demand, the nature of the outlets and various other local regulations are still a matter of doubt in many localities. Naturally we must base our advertising and merchandising activity on definite knowledge of whether in a given area the product may be sold through grocery stores, drug stores, or the vending trade.

"Right from the start, when the return of beer first became a real possibility, we took steps to see that our product was right. We provided for a distinctive label that would tie in with this quality keynote. We adopted modern kinds of packaging for both bottle and draught beer. In statement and in manner of presentation this same quality theme will dominate our publication, radio and point-of-sale advertising."

GIVE YOURSELF an Extra Day

► Air Express cuts shipping time a whole day between New York and Chicago—saves three days between the coasts. 85 cities are linked by the country's leading airways, and fast supplemental rail service makes connections with 23,000 other Railway Express Agency points.► Special pick-up and delivery in leading cities. A duplicate system of receipts gives definite proof of both shipment and delivery.► Simply call your nearest Railway Express Agent—he'll see that your shipment makes the fastest possible time to its destination.



AIR EXPRESS

DIVISION OF

RAILWAY EXPRESS AGENCY

INCORPORATED



Say It with a Smile

Blithe, Informal Copy Makes This Small-Space Campaign a Success

NEEDED advertising be solemn? Do people like sometimes (at least) to be chatted with in advertising, instead of preached at?

D. L. Toffenetti, who runs the six Triangle restaurants in Chicago's downtown area, says "no" to the first question and "yes" to the second.

Exhibit "A" is a typical piece of newspaper copy. The space unit is small, about thirty-five lines.

We dropped a line to our fish and teldom that we'd servum Hot with tomato or butter or lemon in the g-r-r-r-a-andest way to the finest people in the world, if they'd bite AND they bit AND . . . they're . . . HERE. See you soon?

Exhibit "B" concerns results. The advertising started in the second week of last December. January showed an increase of 33,000 unit sales over the previous month. February, on a day-by-day basis, was equal to January, and, according to Mr. Toffenetti, would undoubtedly have shown a gain had it not been for two serious blizzards. March registered a new high, despite the banking moratorium.

Two factors share the credit for the success of this small-space campaign. One is the unusual copy. The other is the consistency with which the advertisements appear. They run every weekday.

Basically the advertising aims to clinch these five selling points: (1) Cleanliness; (2) good food, well cooked; (3) generous portions; (4) quick, courteous service by pleasant waitresses; and (5) fair price.

The copy approach is one of inference and suggestion, rather than outright statement. It merges the individual points into the essential platform of creating an impression of the Triangle restaurants as an

institution of good eating. The price factor, particularly, is subordinated. The main body of the copy never includes a mention of price, although tucked away at the



Adam 'n' Eve ona raft??? Two HOT and buttery pieces of toast; two beautiful, fresh, gawgeous eggs; buttered; peppered; salted. Coffee!!! G'bye, Adam. G'bye, raft. G'bye, Eve. See YOU soon?

TRIANGLE RESTAURANTS 6 of them in the loop

Take HOME a TRIANGLE Roast Sugar Cured HAM for your PARTIES, 8 lbs., sweet, tender and delicious. In a beautiful box. **\$2.50**

bottom of the advertisement there is usually a sentence or two on a featured item.

In technique the copy is blithe-some, humorous and decidedly informal. It talks with people, smilingly; extends a friendly invitation, but never urges. It romps along in the human language of everyday people and that occasionally involves disregard for conventional spelling and rhetoric.

Each advertisement is illustrated by a little sketch. These, too, are mostly in a light, humorous vein.

On Monday of each week the advertisement is in the form of a personal message on service from Mr. Toffenetti. Once each week there is also an advertisement devoted to the girls who serve in the restaurants.

Even Sausage Casings Can Have Consumer Acceptance

This Manufacturer Builds Sales Through a System of Advertising Directed to Meat Dealers' Trade

AS manufacturer of transparent cellulose casings for the packing of sausage meat, the Visking Corporation devotes a major part of its advertising and sales promotion activity to working with its customers' customers—the meat dealers—and the eventual consumer. This policy has played a fairly important role in the events leading up to the following statistics:

Since 1926, the first year Visking casings were marketed, the company's sales have increased 800 times. Whereas prior to seven years ago all sausage was "packaged" in the traditional semi-opaque animal gut casing, a sizable proportion of the country's sausage production now goes to market clothed in the frank transparency of the Visking product.

This year the company is materially expanding and consolidating its dealer activity. Started in January, the new program already evidences highly promising results.

The program has a threefold purpose, all elements converging, of course, upon the ultimate cause of increasing the sale of the casings. In the first place, it aims to stimulate dealer buying of quality sausage for the 1,800-odd sausage packers using these casings on at least a part of their output. Most of these packers operate only locally and are not equipped to conduct a broad and consistent program of sausage merchandising.

Secondly, its purpose is to secure greater acceptance on the part of meat retailers of the selling advantages of Visking-cased sausage. This will naturally reflect back to packers in the form of demand for the use of the casings on more varieties of sausage items and will also make its mark on those packers not yet using this product at all. The dealer's influence in selling Mrs. Consumer the desirability

of purchasing sausage in these casings is also important. Identification of Visking is carried through to the consumer by means of a trade-mark which appears on the casing, in addition to the brand of the individual packer.

In the third place, the program is designed to make the dealer a more efficient all-around merchant and therefore a better customer for the packer. It also works specifically toward increasing the dealer's interest and selling activity in behalf of sausage as a food item. Obviously, the more sausage people eat, the greater the potential market for casing sales.

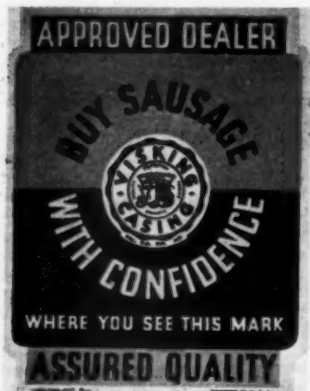
This year's program is built around a complete manual of meat retailing which the company has compiled and published under the title: "The Visking Plan for Twenty Per Cent Increase in Sales." This is a forty-two-page volume containing in condensed but adequate form the latest authoritative information on the efficient conduct of all phases of a retail meat business. Subjects covered include: Location and store arrangement; buying and cutting; merchandising and management; sausage merchandising; delivery and good-will, and accounting and profits.

An Unbiased Summary of Retail Methods

The book is an unbiased compendium of those retailing methods whose application may bring a 20 per cent business increase for the dealer. Neither the company's product nor sausage are unduly stressed. There is, of course, reference to the casings in the chapter on sausage merchandising; and set off at the bottom of each page throughout are single selling sentences.

The volume is offered free and with no strings attached about buy-

ing merchandise. It is in loose-leaf form and each month the company will send supplement sheets. These will carry newly developed data on meat retailing, such as the results of recent Government surveys, descriptions of new store equipment and new sales ideas.



Dealers are given this emblem for pasting on windows or sausage cases

"The idea behind this plan book is one of doing something for the dealer," says A. H. Krueger, advertising manager of the company. "We feel that if we can give him genuine help in the conduct of his business—and dealers today are by and large very receptive to such help—then he's going to be our friend for life. And since the dealer is the focal point in relation to both the packer and the eventual consumer, having him on our side will be doubly valuable.

"In constructing the book itself, we have tried to produce an outstanding job, both in quality and appearance. Our object was to get out something that is really worth while and looks it, and not just another dealer help. Thus the work is assured of careful consideration by the dealer; at the same time it adds to the prestige of the company."

The book is 9 by 12 inches. It has an attractive stiff paper cover in blue and silver. The va-

rious chapters are segregated by special divider pages, each of a different brilliant color. The text is printed in red and black and is generously illustrated.

In January a mailing was sent to 23,700 of the better-rated dealers, from which a return of 1,238 requests was experienced. On the return card space was provided for the dealer to check if he wanted to know the name of a packer supplying Visking-cased sausage. On a card with the heading "Here is a Prospect for You!" each lead is promptly dispatched to the packer serving the territory in question, and in the same mail the dealer is notified of the packer's name. The original inquiry card is forwarded to the Visking salesman, who checks later with the packer to learn the result and to emphasize the company's service in providing him with prospects.

The salesmen are also distributing the book to dealers in times between their regular calls on packer customers and prospects. The salesman goes to the packer and gets a list of his best dealers, telling him he is going to leave the selling material with these dealers. Afterward he may go back to the packer, tell the results of the calls and urge the packer to keep after the interested dealer and increase the number of Visking-cased items sold to them.

Reproductions of letters praising the new manual are shown to packers by the salesmen as evidence of how the plan is clicking. The salesmen, in making personal presentations to dealers, send back a report of the dealer's receptiveness.

Included with the distribution of the manual as part of the dealer program are several sausage selling helps. A decalcomania dealer emblem is furnished to each dealer for posting on his store window or sausage case to tie-in with the consumer interest in Visking-cased sausage that has been stimulated by previous advertising and sales promotional work. He is also supplied with price tags for use on his sausage items.

Perhaps most important, the company furnishes a series of



They put your ads OVER!

Sky high—with nothing else to compete with them for attention—Goodyear advertising balloons do a great job of selling. You can inflate them yourself—use them day after day—deflate them and ship them easily to different locations. They put excitement into special events—sales, store openings, special drives. Retail stores, picture shows, radio

dealers, gas stations, and a long list of other businesses use them. Sphericals in standard sizes 7, 10 and 12 feet—zeppelins 25 feet long by 9 feet wide. Also comic figure balloons on special order. Easy to use, full operating instructions furnished. For prices, write to Goodyear, Aeronautics Department, Akron, Ohio.

GOODYEAR



customer folders which contain recipes, new use suggestions for sausage and exposition of the advantage of the casings as an identification for quality sausage. A set of three is being distributed now, together with a display dispenser for placement on the counter. Another series of three giving emphasis to sausage menus for summer will be made available in June.

The company is also putting added emphasis this year on its "Taste-It Plan" for sausage in its business-paper advertising to dealers. This is an application of the

sampling idea, based on the fact that the average woman has never tasted more than six kinds of sausage and in her constant effort to discover something different for the family meal she can be won over to a sausage selection by getting her to taste some samples. The company furnishes complete instructions for employing this idea and salesmen devote some of their time to getting dealers started on it.

An additional contact being maintained with the dealer is the "Visking News," a monthly publication of sales tips and ideas.

* * *

Schreier Joins Reese

Harry R. Schreier, formerly with the L. H. Hartman Company, has joined Thomas H. Reese & Company, Inc., New York advertising agency, as an account executive.

Has Biscuit Account

The Milwaukee office of Needham, Louis & Brorby, Inc., has been appointed to handle the advertising account of the Quality Biscuit Company, Milwaukee, baker of cookies and crackers.

With Grey Agency

Frances Raftery, formerly with the Sterling Advertising Agency, Inc., New York, in a copy and contact capacity, has joined The Grey Advertising Service, Inc., of that city, in a similar capacity.

Appoints Atlanta Agency

The advertising account of the Multitone Rouge Company, Atlanta, a new cosmetic concern, has been placed with James A. Greene & Company, Atlanta.

CARTOON POSTCARDS BRING RESULTS!!

Economical and Direct for YOUR Business Conventions, etc.



DOC RANKIN

110 W. 34 ST., NEW YORK, N.Y.

PHONE CH. 4-2927

Let me create a
Sales campaign

A Business Builder
you can afford

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Management Looks Ahead

(Continued from page 5)

family and the community. Today, too many production schedules have to be regulated by arbitrary seasonal demands, mere calendar dates which, for many reasons from time immemorial, have been decreed as marking the inception of, let us say, spring hats for women or the end of straw hats for men.

* * *

Regulating the demand by reducing buying peaks and teaching people to spend continuously and sensibly will inevitably tend to remedy the necessity for the speeding up of production at the peak and will prevent the excess of cost which always accompanies peak loads. The new advertising which the new management is going to be most interested in, must discover new uses for old products and that in itself involves an extensive course in education.

The new economics in my opinion will also teach that the best guarantee for continuous mild prosperity instead of booms is the success of all business, competitive or not, and the success of all business rests securely upon the continuous stimulation of consumption. It also means discovering some sort of balance between necessities and luxuries and of stopping the preaching as insistently as in the past of doctrines of low wages and of excessive thrift.

When management looks ahead into this new advertising, it is going to want that advertising to be just as concerned with the whole intricate machinery of mass production and consumption as it now is in distribution. Profits are going to be determined in the future by the accuracy with which consumption capacity can be measured and stimulated and, at the same time, allowing the necessary money which must be spent to be released at that time and in the right places.

Then production machinery can be geared accordingly to produce enough and no more. Yes, I am going to answer one objection right now. I do believe that in the future

advertising, under the direction of the new management, may have to submit to some new sort of management discipline just as the farmer and the banker are going to have to do. Perhaps some of the technique of the mechanical engineer must be acquired, for there are many definite signs that companies are realizing that the old forced methods of selling, quota busting and beating last year's figures through unrestrained production are both economically unsound and unethical.

While the new generation of advertising men who work under the new management will continue to concern themselves with copy, layouts, space and commissions, they also, I think, are going to have to be more widely concerned with understanding some of the implications of the new economics, especially with regard to wages and thrift.

Like the Old Woman and the Pig

Several people who stand high in the list of those who spend real money for advertising have talked with me recently on the general subject of the new economics and one of them went way back to an old story to illustrate his point. He thinks the new management and the new advertising must consider carefully the basic idea of the old woman who finally got the pig over the stile.

The old lady in her mess of difficulties finally hit on the plan of feeding the cat some milk. Then the cat began to kill the rat, the rat to gnaw the rope, the rope began to hang the butcher, the butcher began to kill the ox, the ox began to drink the water, the water began to quench the fire, the fire began to burn the stick, the stick began to beat the dog, the dog began to bite the pig, the pig jumped over the stile, and so the old woman got home.

So new management is looking for the cat and deciding to give her

milk so that we can all get home before darkness falls.

* * *

So management, in my opinion as it looks ahead, must ask itself this new type of question—not being afraid to scrap all tradition and kill any old sacred cows of whatever sort or color.

1. Who are the real leaders in our industry? Can we co-operate with them?

There must be exchange of ideas in planning, sales control, advertising, working closer together. In some industries a group could do this. Adopt an emblem to be conferred by a board representing the public, the industry and the workers. This mark or emblem to be placed only on products honestly, fairly priced, and made by labor that gets a fair wage.

Against the present sweat shop practices in many a line, against the evils of continued price cutting, low wages, reduced purchasing power, a much broader program is needed. Each industry can work out its own plan to carry out the necessary job of raising living standards.

If the facts were made known, men and women would stop hunting for dishonest bargains, purchasing agents who chisel would be spanked. Thousands of new markets wait for old industries in the purchasing power that could be and must be built up in places where wages are now below subsistence levels.

2. Do we need a product engineer?

Too many products are still full of waste, of useless do-dads. A product engineer to study markets in connection with the sales department could make many a change, eliminate much present waste.

3. Let's question our sales methods!

Our channels may be all right. What can we do to aid in the flow through them of our merchandise. Can we map out a planned scheme for our jobbers and retailers, help them sell better? Constructive questioning of distribution plans is needed.

4. How about our advertising?

Is it adequate for our objectives? Is it planned for surer markets not just for bigger ones?

Is our research based on present opportunism or tied up with a far-sighted selling plan. Is our advertising the real voice of the company in print, does it talk our prospect's language? Is it too feverish and desperate or tied up with a long-term plan?

5. Shall we go crazy again?

Did we learn anything last time about attainable volume, sensible profitable volume, or shall we again try to sell all the products we can make? Wasn't some of our expansion too expensive? Didn't it cost too much to get some of our distributors? Is it best at this time to jump out after more volume or can we make satisfactory profits by unforced sales, better advertising and selling to our logical markets?

6. Is our line too large?

Did we add several products to revenge ourselves on a competitor who came into our line?

Would we both be better off if we stuck to what we know best, laid off the too big line? Do we want to catch again that disease of volumitis now that things look a little better?

* * *

There are twenty more questions management is asking itself or should as we come to the parting from the old, careless ways. Many of them are more important probably than those I have listed. But if there was ever a time for self questioning, re-examination of old policies in the light of today's new conditions, it is now.

It is not my belief that any group of advertising manufacturers is now going to jump forth and save the world by a stride toward the new economics.

Yet the leaders in every industry are as a rule national advertisers. I am addressing them in this article.

They are the men, I honestly believe, who know more clearly than heads of businesses far removed from the public, that now is the time for a new type of manage-

ment, a better knowledge of the real, basic underlying facts of economics which have to do with money in the hands of purchasers and possible purchasers.

They are the men who know that all the old, orthodox and conservative policies were tried by the bankers and the old leaders and failed dismally. They know that depressions do not cure themselves.

They fear inaction and are willing to dare.

My modest hope is that a few of them will take the lead in their own industries for forward looking, progressive planned action, will definitely now lead the way now that the time for fearless industrial leadership is here.

Technical Publicity Group Elects

GEORGE R. HOLMES, assistant advertising manager, SKF Industries, Inc., was elected president of the Technical Publicity Association, Inc., New York industrial advertising association, at its annual meeting held last week at the Western Universities Club, New York.



George R. Holmes

Other officers elected to serve during the organization's twenty-ninth year are: First vice-president, Samuel L. Meulendyke, Marschalk & Pratt, Inc.; second vice-president, Charles S. Trott, Parker-Kalon Corporation; secretary-treasurer, Robert L. Ware, Western Electric Company.

Directors for the coming year are Leon H. Weaver, The Superheater Company; J. R. Schmertz, The Mathieson Alkali Works, Inc.; H. J. Payne, The Associated Business Papers, Inc., and Thomas A. Tredwell, F. W. Dodge Corporation.

IF YOUR TRADE ASSOCIATION HAS FALLEN DOWN

If you, as one of the leaders of your industry, are being pulled down by ruthless competition—If the "do's" that permit profits are being discarded for the "don't's" that tear them down—We would like to submit certain thinking that can be put to work, maybe to save and hold the position of certain manufacturers.

Today there is not business enough to go around. There is little in trying to save an entire industry. The successes of '33, '34 and '35 will be accomplished by small groups within industries—the best mentality. An organized minority against the field can move far.

We invite contact with leaders in a few industries. Replies will be treated with utmost confidence.

**"O," Box 141
Printers' Ink**

(For certain reasons the identity of this advertiser cannot be revealed at this time.)



THE WOMEN'S SCREEN GUILD
 INCORPORATED
 105 EAST 42ND STREET NEW YORK

April 7 1933

Printers' Ink Weekly
 185 Madison Avenue
 New York City

Gentlemen

It might be interesting to you to know that we are receiving a very satisfactory number of inquiries from our present advertising in Printers' Ink Weekly.

These are coming from important prospects, indicating the strong contact which Printers' Ink Weekly has with the type of business men we are anxious to reach.

Our plan of developing prospects for any product which is used in the home is so new and so radical in its pay-as-you-get-prospects feature that we cannot afford to reach any but the key men in those up-and-coming organizations which are looking for ways and means of developing more business in these times.

We are going to continue to depend on Printers' Ink Weekly as one of our strong salesmen.

Thanking you for the cooperation that you have given us, we are

Yours very truly
 THE WOMEN'S SCREEN GUILD INC

L. Spencer
 L. Spencer
 Treasurer and General Manager

LVS:DS

To Get Advertising Results

There are no substitutes for:

- 1. Enough of the right kind of audience.**
- 2. Cover-to-cover reader interest that will get them to your advertisement no matter where it is or what its size.**

The Women's Screen Guild entered Printers' Ink's advertising pages first to announce their new and unusual idea in advertising media; and second, to *try it out*.

To date they have run but five pages. Being a new advertiser, a policy of giving precedence to old and steady customers necessitated placing their copy anywhere from third to sixth from the last full display page in the issue, many on left-hand pages.

And yet the letter opposite speaks for itself. Printers' Ink offers the two essentials of advertising results to a degree outstanding among all publications.

Those seeking to reach national advertisers and agencies are fortunate indeed in having it available at such very low cost.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: AShland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

Pacific Coast: M. C. Mogensén, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
G. A. NICHOLS, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

Andrew M. Howe Arthur H. Little
H. W. Marks Eldridge Peterson
S. E. Leith

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, APRIL 20, 1933

Putting the Blame Where It Belongs

W. W. Wachtel, general sales manager of the Loose-Wiles Biscuit Company, speaking before the Sales Executives Club at New York last week, sharply attacked the widely spread thesis that advertising is on trial.

"Good advertising," declared the fiery Mr. Wachtel (and "fiery" is the correct adjective in this case as all who know him can testify) "is never on trial. It is business itself which is on trial."

This leading sales executive who did not forget the forceful diction of the wild and woolly West when he was transplanted to the effete East—he was formerly advertising manager of his company at Kansas City—knows what he is talking about and is entirely able and willing to do the talking. He knows advertising because he has grown

up with it, has used it consistently and has never asked it to do impossible or ridiculous things.

This is why he fairly burns up when he hears manufacturers blame advertising for the failure of dealers to stock and push advertised brands.

Some of these manufacturers, he insists, sell their goods on a basis which makes it impossible for the dealer to realize a decent profit or any profit at all. Then, when they thus literally drive dealers into the use of private brands, they attempt to cover themselves by insisting that advertising has fallen down.

Master Salesman Wachtel announces himself as being in perfect harmony with the slogan, "A sale without profit is a sale without honor."

His courageous practice of this theory has of course had its effect in the advancement of his company. For, under that kind of a set-up, advertising really has an opportunity.

More power to him! It is indeed ironical that advertising should need defenders. But since it apparently does, more of his kind of talk is needed.

To the Lowest Bidder

"Awarded to the lowest bidder."

This phrase, so familiar in national, State and municipal affairs, takes on a new significance in the light of President Roosevelt's recent letter to the governors of thirteen States on minimum wage legislation.

One of the most difficult situations established manufacturers face today comes from the cut-price activities of factories that sweat their laborers and pay wages that are criminally low. Under any system of awarding contracts blindly to "the lowest bidder" these factories are bound to gain.

PRINTERS' INK has learned of sev-

eral instances recently where contracts for materials to go into public works have been awarded to lowest bidders whose wage standards and factory conditions have been far below the minimum set by self-respecting organizations. This has been done in the face of low bids submitted by reputable manufacturers who have trimmed manufacturing and labor cost down to the economic minimum.

If the present Government is sincere, and we know it is, in its program for economic rehabilitation through a co-ordination of public works programs with general industry activity, we believe that one of the most important phases of that program should be the decision not to buy materials or supplies from any manufacturer who is paying his workers starvation wages or who is making sweat shop manufacturing a part of his policy.

Reputable business has suffered almost irreparable harm from the price-cutting economic criminals. To date the national, State and local Governments have fostered this condition instead of seeking to ameliorate it.

The New Deal can and should change this condition.

Page Tin Pan Alley

In the minds of many Americans, even in the minds of those of us who are not overly fastidious about music, one of the more serious objections to the "Buy-American" movement is the fact that it has been made the theme of a topical song.

If this distressing effect is not enough to condemn the cause, there are other effects; and they touch upon the nation's welfare right broadly.

"Buy-American" is the symbol, the expression, of hysteria. Speaking before the New York Board of Trade, Robert L. O'Brien, chairman of the United States Tariff

Commission, called the hysteria "a new cult of righteousness."

It is a cult that can see but half an eyeful. For—

"In the long run," Mr. O'Brien reminded the Board of Trade, "if we would sell, we must buy. These people overlook the other fellow. If he wants to, he can shut off American goods. It is a two-edged sword that cuts both ways."

Carry the "Buy-American" urge to its logical end, Mr. O'Brien pointed out, and you'd find yourself "buying-State."

Your nationally distributed merchandise, he might have added, would be climbing forty-eight tariff walls; and your sales-training staff would find itself called upon to teach your salesmen the words and music of forty-eight new songs.

Roosevelt, Beer and Selling

Edgar Kobak, president of the Advertising Federation of Amer-

ica and vice-president of the McGraw-Hill Publishing Company, thinks that sales managers can learn an instructive lesson from beer and President Roosevelt.

Beer, he told the Poor Richard Club the other day, went over with a grand rush because "people will spend cheerfully if someone takes the trouble to make available a product they want to buy."

And President Roosevelt, he thinks, is the greatest salesman in the United States, not only because he takes "Yes" for granted and acts accordingly, but "has confidence in the product he has to offer."

This just about sums it up.

Beer and the President are not necessarily synonymous although, if our memory is correct, Mr. Roosevelt did have a hand in restoring the 3.2 beverage which, in the fullness of time, may actually be as strong as 3.2.

But the sales application is ob-

vious, as everybody who reads the newspapers knows.

By the way, speaking of newspapers, the sales executive who does not keep in close touch with current conditions these days is missing some valuable object lessons. Master jobs of salesmanship are being carried on by Governments and others in all parts of the world.

France Bets a Million, Wrong

It is too bad that M. Paul-Boncour didn't study the experience of Mexico, Bermuda, Hawaii and a few other places before he let the propaganda cat out of the bag.

For the news was discovered by alert reporters poring over the pages of France's new budget, that handsome lecturers were to be hired, magazine and feature writers to be subsidized, all to get pro-French material before the American public.

More than a million dollars was to be so invested. That portion of the French report which emphasized the necessity for the young lecturers caused much amusement for it proposed them, "instead of unhealthy looking, decrepit, tired, feverish, worn-out, coughing and trembling old men bound into frock coats.

"They have to be put to bed upon their arrival, with hot water bottles at their feet, and be awakened just in time for their conferences, when they are rushed to the station with a thousand precautions. That is why France is pictured as a tired, worn-out country."

Almost one hundred pages were devoted to propaganda plans for America, in which paid advertising was conspicuous by its absence.

Yet Mexico came from away down in the list to approximately fifth in number of Americans visiting it, because of a modest investment in paid advertising.

Now that the propaganda plans are all known, the machinery exposed, France can easily save itself a million wasted dollars and also save its face by an equal amount judiciously invested in paid advertising to win good-will and tourists at the same time.

France offers a hundred copy ideas to any good advertising agency which could do a real job for less than a million dollars.

Let the handsome young lecturers stay at home and save their francs. Let France make some judicious investments in paid advertising space and get a real run for its money.

A Borrowed Editorial

In reading the annual report of the Bendix Aviation Corporation, we find a first-class editorial which we would have put in PRINTERS' INK had we thought of it first.

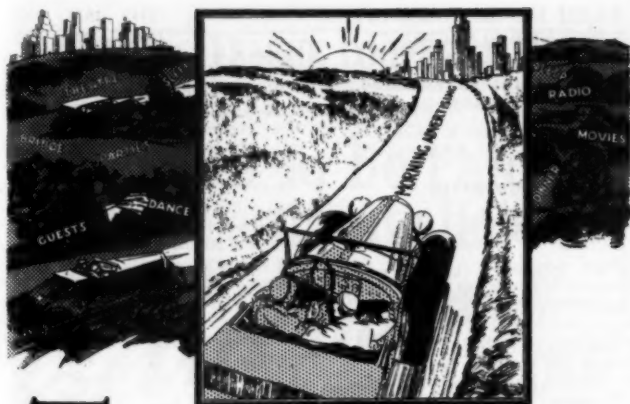
Here it is, just as it was written by President Vincent Bendix, with the exception of quotation marks:

"We shall seek an improvement in the sales of Bendix products, regardless of business generally.

"Our efforts in this direction shall be directed, first to the improvement of our products, secondly to reducing operating costs which will permit lower selling price and a corresponding increase in the demand for our products and lastly in intensive sales effort to broaden our markets.

"Our business cannot remain static. Our products must be continually improved upon and we must continue to add new products to meet the increasingly severe standards of the industry. New products shall be announced as soon as the market will insure their profitable introduction."

This is sound merchandising doctrine. We particularly like the determination of this company to sell more goods "regardless of business generally."



Take the "SHORT CUT" to SHOPPING HOURS

Shopping hours are daytime hours—when stores are open; when housewives telephone their orders or go shopping themselves. 2950 food stores in New York or vicinity say 66% of their business is done every day before 3 P. M.

Morning advertising is the short cut to buying hours. It reaches the housewife just *before* she does her buying. What's the use of telling her to buy your product just *after* she's bought something else?

Advertisers who are guided strictly by results (not "traditions") realize that radio, the talkies and the amazing swing to bridge are among the *new* things that now fill the family evening. They know, too, that prepared foods and electrical appliances have simplified house-keeping—have given women more daytime leisure. Times have changed. That's why "Daytimed" advertising is more productive than ever.

Move *your* advertising up close to the buying hours. Give it "Daytimeliness." The advertisement that's freshest in a woman's (or a man's) mind is the one that sells the most goods.

NEW YORK
Herald Tribune

FARM PAPER SUMMARY FOR MARCH

COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1933 Pages	1933 Lines	1932 Lines
Country Gentleman... 31	20,946	30,529	
Successful Farming... 34	15,334	17,599	
Capper's Farmer... 19	12,727	19,364	
California Citigraph 18	12,258	19,343	
Country Home... 23	10,342	12,731	
Progressive Farmer & Southern Ruralist			
Carolinian-Virginia			
Edition... 14	9,989	†15,218	
Georgia-Ala. Ed... 13	9,406	†13,816	
Ky.-Tenn. Ed... 12	8,563	†13,605	
Miss. Valley Ed... 12	8,403	†11,593	
Texas Edition... 10	7,127	†12,064	
All Editions... 8	5,992	†9,307	
South. Agriculturist 10	6,675	11,958	
Farm Journal... 14	6,198	10,903	
Breeder's Gazette... 11	5,152	8,839	
Western Farm Life... 6	4,641	†12,907	
Southern Planter... 6	4,493	†9,638	
Wyoming Stockman- Farmer... 3	2,290	3,383	
Bureau Farmer... 4	1,796	2,999	

†Two Issues.

SEMI-MONTHLIES

Hoard's Dairyman... 12	8,394	12,311
Oklahoma Farmer- Stockman... 11	8,373	20,675
Farm & Ranch... 10	7,352	14,233
Missouri Farmer... 6	4,910	6,096
Montana Farmer... 6	4,904	12,633
Arizona Producer... 6	4,418	6,079
Kansas Farmer, Mail & Breeze... 6	4,261	12,952
Utah Farmer... 6	4,232	10,786
Ind. Farmer's Guide... 5	4,129	13,733
Missouri Ruralist... 5	3,881	13,501
Arkansas Farmer... 3	*2,121	7,075

*One Issue.

BI-WEEKLIES (2 Issues)

New Eng. Homestead 20	13,940	*21,691
California Cultivator 15	11,445	*22,257
Pennsylvania Farmer 14	10,916	24,213
Wallaces' Farmer & Iowa Homestead... 13	10,469	23,116
Nebraska Farmer... 12	8,575	21,458

	1933 Pages	1933 Lines	1932 Lines
Farmer & Farm, Stock & Home			
Minnesota Edition 11	8,488	22,454	
Dakota-Mont. Ed. 7	5,731	18,691	
Amer. Agriculturist. 12	8,469	*12,736	
Local Zone Adv... 10	7,102	*12,959	
Wis. Agriculturist & Farmer... 10	7,729	22,019	
Prairie Farmer			
Illinois Edition... 10	7,297	22,138	
Indiana Edition... 8	5,644	15,221	
Washington Farmer. 10	7,202	†19,076	
Oregon Farmer... 8	6,184	†17,927	
Dakota Farmer... 8	5,875	14,117	
Ohio Farmer... 7	5,639	18,882	
Idaho Farmer... 7	5,198	†17,842	
Michigan Farmer... 5	3,559	15,945	

*Four Issues. †Five Issues.

WEEKLIES (4 Issues)

Pacific Rural Press. 25	18,833	28,175
Rural New Yorker... 18	14,322	27,244
Dairymen's League News... 3	2,377	5,217

FARM NEWSPAPERS (5 Issues)

Kansas City Weekly Star... 6	15,951	11,221
Kansas Edition... 6	15,924	12,157
Missouri Edition... 6	15,917	11,221
Ark.-Okla. Edition 6		
Dallas Semi-Weekly Farm News... 2	*5,365	5,502
Tuesday Edition... 1	2,375	*4,708

*Four Issues.

(Figures Compiled by Advertising
Record Company)

Sears, Roebuck Changes

Frank M. Judson has been appointed retail merchandise manager in charge of all retail stores of Sears, Roebuck & Company, Chicago. He was previously district manager at Wilkes-Barre, Pa. Joseph Givner, retail sales manager, has been transferred to New York where he will assist in supervising buying for both the retail and mail-order divisions.

New Dallas Business

E. W. Elmore has started his own advertising service at Dallas, Tex. He was for five years advertising manager of A. Harris & Company, of that city.

Appoints C. A. Larson

C. A. Larson, publishers' representative, New York, has been appointed to represent *Canadian Business*, Montreal, in the United States.

DAIRYMEN'S LEAGUE COOPERATIVE ASSO

New York, N.Y., March 28, 1933

\$1,683,000 To Be Paid To League Certificate Holders

By May 1st.

Extra money for Dairymen Now

Not all farmers are broke, regardless of newspaper reports. Dairymen's League members are investors as well as producers of fluid milk. Through the purchase of Certificates of Indebtedness, they finance their own marketing organization.

Series "BB" of these Certificates matures on May 1st. Certificates are now being redeemed as fast as presented. On March 18th, about \$984,000 of these Certificates were still outstanding.

The League is also prepared to cash immediately interest coupons due on May 1st, to an amount of more than \$699,000.

Thus \$1,683,000 in cash, in addition to the regular monthly milk checks, is now finding its way into the pockets of Dairymen's League members and their friends. Advertise to farmers who have money with which to buy the things they want and need.

DAIRYMEN'S LEAGUE NEWS

NEW YORK
11 West 42nd St.
R. L. Culver
Bus. Mgr.
Tel. PENn. 6-4760

CHICAGO
10 So. LaSalle St.
J. A. Meyer
Tel. Franklin 1429



"The Dairy Paper of the New York Milk Shed"

The Little Schoolmaster's Classroom

THE Coca-Cola Export Corporation, among its innumerable activities in foreign countries, does not overlook the Chinese market. It has arranged with concessionaires in Shanghai, Tientsin and Tsingtau to distribute hangers done in the proper Oriental spirit but, nevertheless, unmistakably stamped with the identity of the company's advertising pattern.

The hanger which the Schoolmaster has put up on exhibition before the Class is the second of a group that is proving popular with Chinese merchants. They measure nine by twelve feet and some 5,000 have been placed on display.

Just recently, Coca-Cola entered the British market—"one of the most sophisticated beverage markets in the world" according to the company. Although the languages are similar, and the chief outlets are very much the same, plenty of merchandising trouble has been encountered.

According to the company's house magazine, it seems that the only advertising which can be profitably used in England for perhaps a year or so is "the little red sign." Outdoor and publication advertising presupposes wide distribution and a necessity to support consumer demand, but these are exactly what Coca-Cola at present lacks in England. Extensive sampling by every conceivable method is also employed.

"The most serious obstacle encountered so far in marketing Coca-Cola in England is an almost universal indifference to the important part which refrigeration plays in the preparation of good carbonated beverages. As a consequence of this, it is necessary to convince practically every bottle dealer of the value of refrigeration, sell him an ice-box and then arrange that he be supplied regularly with ice. There are but few homes in all England that possess ice-boxes or refrigerators of any kind. Ice simply isn't used in the homes!"



The last remark is intensely interesting to the Schoolmaster. It is obvious that Coca-Cola intends to permit no merchandising obstacles to stand in its path in England and if refrigeration must be sold before the beverage can be sold, the company will not shirk its task.

Your mentor wonders, however, how long it will be, after Coca-Cola has spread the gospel of refrigeration in England, that the ice and electric refrigerator people plan actively to reap the benefits.

After reading an editorial in the March 30 issue of PRINTERS' INK, "Fairness to Stockholders," Fred L. Fisher, advertising manager of the Lincoln National Life Insurance Company, Fort Wayne, Ind., sent a copy of his company's financial report for 1932. This report

is unusually complete and is written in language that every stockholder can understand. Copies were sent to policy holders as well.

The Schoolmaster was interested in a notice which followed a statement about the company's expenses being remarkably low. The notice read: "If you own more than one Lincoln National Life policy you will probably receive more than one copy of this annual report. The expense incident to removing all duplications from our list in a general mailing to policy holders is greater than the cost of the duplicate printed matter and the postage used."

There is a thought here which might be of value to advertisers faced with this same problem.

Lincoln National stockholders also received a folder entitled "A Word to Our Stockholders." This talked frankly about why the com-

pany "Can write much less new business than usual, lose a large amount of its insurance in force and yet make large earnings." It also discussed the ownership of the company, making it clear that the stockholders, not the officers, are the owners.

Mr. Fisher tells the Schoolmaster that "The reaction from this year's statement proves the point that 'a frank and honorable alliance between executives and stockholders' can do much to build respect and confidence."

* * *

Hoping merely to be helpful to the statisticians and the economists, your Schoolmaster nominates a new business index. Upon a chart, your mentor's new index would bear the abbreviated label: C. of S. P. J. Its full name would be: Coefficient of Sales-Department Jumpiness.

The index would be an average,

E. B. WEISS

*For seventeen years a member of the Editorial Staff of Printers' Ink. For the last year exclusively with Printers' Ink Monthly. Now available on a free-lance basis.

MERCHANDISING • SALES • RESEARCH

SALES PROMOTION • SALES MANUALS

HOUSE ORGANS • BOOKLETS

128 WEST 31st STREET, N. Y. C.

Tel.: PENnsylvania 6-2361

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGL.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER
VICTORIA

Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
8 pages 6x9.....	\$38.50	\$59.00	\$135.75
16 " " ".....	71.00	127.00	210.00
32 " " ".....	136.00	219.00	410.00

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

Do You Want DISTRIBUTION in Ohio, Kentucky and Indiana?

Manufacturers! We get you wide distribution, representation, follow-up of all calls and placements. Intelligent, aggressive organization of college-trained men. Good lines wanted. Please state details in your letter.

ALLIED MARKETING CO.
Industries Exhibit Bldg., 626 Broadway, Cincinnati

4-Color Ben Day Process
Printing on Newsprint;
Your Plates or Ours
Shopping News—Cleveland, O.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Better Advertising at LOWER COST

By availing yourself of Baird's typography service you secure five distinct advantages. The well done typography will add sales-value to your mailing piece; your printer's bid based upon an electrotpe plate furnished will be materially lower; you will be the owner of the plate; on re-runs composition charges will be eliminated; by using the plate the last copy looks as good as the first. Use Baird's service as a step back to normal profits. Inquiries invited.



WHITEHALL 4347 417 N. State Street, Chicago

calculated from certain figures that would be assembled from employment agencies. To explain:

A friend of a friend of the Schoolmaster is the head of an employment agency that specializes in providing personnel for sales departments; and here's what this man-hunter says:

"I make my living off companies that, as to sales policy, never seem to know what they're going to do next. I've got the good ones all spotted—I mean 'good' from my point of view. They hire and fire in a big way; and their outgoing ex-employees and incoming new employees keep my office busy.

"It would amaze the directors of a good many concerns to discover how much I know about their companies' innermost secrets. Even before the trade finds it out, even before any announcements appear in advertising, I know when one of the jumpers is going to jump again.

"New sales policy! New set-up! Out go old men and in come new ones! And I collect fees both ways.

"Of course, it's good business for me. But if I were hunting for a job for myself, or if I wanted to invest some money safely, I'd go over my records and I'd pick as my prospects those concerns that have sent me the least business. For—and here's a fact that I've actually checked—the worst concerns from the selfish point of view of my own business are the companies that go steadily ahead with policies that are time-tested and sure."

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Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

I want to Buy a daily in a town from 15,000 to 50,000—preferably but not necessarily in Florida or California—for all cash of purchase price, provided property represents real investment value. Box 840, Printers' Ink.

Modern Plant, Kelly, Automatic Jobbers, complete composing room including Ludlow equipment, Seybold power cutter. Very reasonable, \$750 cash. Balance on easy terms. Box 842, Printers' Ink.

Vice Presidency and general manager-ship in corporation now selling newspapers, and advertisers all over the world. Investment required \$10,000 to \$30,000 but proper qualifications for position most important. Knowledge of advertising production and technique desirable. Box 851, Printers' Ink.

EMPLOYMENT SERVICES

THE MAN TO FIT THE JOB

The logical candidate for any job is the man who fits the job by measuring up to all requirements—he who has the exact experience and qualifications called for.

No better way to locate the man to fit the job than by advertising for him. And no better medium for the purpose than PRINTERS' INK, if the man you seek must possess a sales, merchandising or advertising background.

An advertisement in PRINTERS' INK, describing your man, should uncover many excellent prospects from among whom one is very likely to stand out as the best fitted for the job.

HELP WANTED

Silk Manufacturer wants experienced man for advertising campaign appealing to retailers, good copy-writer, layout man. Submit samples, state experience, salary. Confidential. Box 845, Printers' Ink.

We have an opening for an account executive. Our organization is small and to the individual possessing exceptional ability to produce business we have an opening. In reply state in detail your experience, education, married or single. Our representatives have been advised of the appearance of this advertisement. Box 852, Printers' Ink, New York City.

MISCELLANEOUS

Publisher's Western Representative wishes to cut Chicago office expense by sharing office and secretary with representative of noncompetitive high class publication. Telephone FRanklin 1473.

CONVENIENTLY LOCATED and well planned office suite at extremely low rental. Suitable for small agency, accountant or publisher. Telephone AShland 4-0655.

POSITIONS WANTED

AVAILABLE—Young man—University trained, 5 years' business experience in copy, production, creation of publicity ideas and journalism work. Box 846, Printers' Ink.

Secretary—Correspondent—Stenographer—College, experienced editorial and advertising agency, new business, research and promotional work. Qualified account executive's assistant. Box 847, P. I.

WRITER (29)

College-trained. Seven years copy—production—editorial experience. Seeks agency, publication or departmental position. Reasonable salary. Box 843, Printers' Ink.

Business Paper Editor with eleven years' experience leading A. B. P. publications, now available. Eight years in last post as managing editor. Best business and character references. Box 850, Printers' Ink.

\$15 A WEEK

part time, is little enough to pay seasoned direct mail man who boils down his copy to selling point. Harvard graduate, 36. Box 844, Printers' Ink.

ECONOMY:

ONE man for all stages in Advertising preparation, from visualization straight through to reproduction, including Art. Box 841, Printers' Ink.

Artist—A-1 letterer, designer, layout-man, creative ability, experienced on national accounts with advertising agencies, printers, lithographers. Seeks free-lance or position, rates reasonable. Box 848, Printers' Ink.

Advertising Salesman wants position selling newspaper space for special representative or magazine. Acquainted with New York agencies and advertisers. Would work for moderate salary. Highest recommendations and successful sales record. Box 849, Printers' Ink.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

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Nothing that appears in PRINTERS' INK may be reprinted without special permission. The use of our articles or quotations from them for stock-selling schemes is never authorized.

Printing...

AS YOU DESIRE IT!

No printing job is ever put through the Charles Francis Press as merely a matter of type, ink and presswork. To us, every piece of printing is a message to be read by your prospective purchasers.

PERHAPS, that is why so many of our customers feel that they can entrust their printing to us with full confidence that the job will be done just as they desire it, and in the most workmanlike manner.

THERE is no charge for this extra interest in your printing. It's just a part of our creed. The payment for it comes through the enthusiasm of customers who feel that they have found one printer who understands the real purpose of printing. If you are looking for such a printer, let's get together!

Call MEdallion 3-3500 First

CHARLES FRANCIS PRESS
461 EIGHTH AVE., at 34th ST., NEW YORK

31.1%

34.5%

38.6%

40.8%

FIRST IN LOOP DEPARTMENT STORE ADVERTISING!

During the first three months of this year the Tribune led the Chicago newspaper next in volume of Loop department store advertising by 172,700 lines and was the only Chicago paper to show a gain in this classification.

In 1931 the Tribune, with 31.1% of the business, was second among Chicago newspapers in advertising placed by Loop department stores. In 1932 it led all newspapers and carried 34.5% of the lineage.

In the last six months of 1932, the Tribune carried 38.6% of the total, as against 31.7% in the last six months of 1931.

During the first three months of this year the trend to the Tribune became even more pronounced. The Tribune carried 40.8% of the advertising placed by Loop department stores in the first quarter of 1933, as against 30.5% during the same period in 1932.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER